

**A DESIGN OF NATURE-CULTURE
BASED TOURISM CORRIDOR;
A PILOT PROJECT AT KELANTAN DARUL NAIM.**

**(PERANCANGAN KORIDOR PELANCONGAN BERASASKAN
BUDAYA DAN ALAM SEMULAJADI. PROJEK LAPANGAN
DI KELANTAN DARUL NAIM)**

**PROF.DR.AMRAN HAMZAH
DR. HAIRUL NIZAM ISMAIL**

**FAKULTI ALAM BINA
UNIVERSITI TEKNOLOGI MALAYSIA**

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ABSTRACT

Kelantan Darul Naim is a state blessed with many touristic attractions, unique art activities, mouth-watering dishes, the oldest tropical rainforest and the friendly nature of its people. With half of its coast facing the South China Sea and the land bordering Thailand in the north, Kelantan is also well-endowed with rich natural heritage that is definitely a feast for the eyes. Various cultural performances like the wayang kulit (shadow play) and dikir barat, as well as batik-painting, songket-weaving and the making of other local handicraft are to be presented. The richness of tourism resources in Kelantan is possible to contribute to the income and local development of the local community by developing nature-culture based tourism corridor. In this study, it is aimed to bring up the nature-culture based tourism concept in Kelantan by evaluating the nature-culture based tourism industry in the state and assessing the natural-cultural resources that Kelantan comprehends. Market Appeal Model has been used to analyses the data that have been gathered in this study. The most important areas that have a nature-culture based tourism potential and the tourism activities that are most suitable for these areas have been determined and suitable tourism corridors have been proposed. `

ABSTRAK

Kelantan Darul Naim adalah sebuah negeri yang kaya dengan tarikan pelancong, aktiviti seni yang unik, hidangan lazat, hutan tropika tertua di dunia and keramahan para penduduknya. Sebahagian daripada pantainya menghadap Laut China Selatan dan di sebelah utara pula, daerahnya bersempadan dengan Thailand. Kelantan juga kaya dengan kebudayaan yang memukau para pengunjung. Terdapat berbagai persembahan kebudayaan seperti Wayang Kulit dan Dikir Barat, seni membuat batik, menenun songket serta kraftangan lain. Kekayaan sumber pelancongan di Kelantan membolehkan ia menjadi salah satu sumber pendapatan kepada masyarakat setempat dengan membangunkan Koridor Pelancongan Berasaskan Kebudayaan, Sejarah dan Alam Semulajadi. Tujuan utama kajian ini adalah untuk menghidupkan konsep pelancongan berasaskan budaya dan alam semulajadi di negeri Kelantan dengan menilai semula sumberjaya pelancongan yang ada dan pihak-pihak yang terlibat. Market Appeal Model telah digunakan untuk menganalisis data yang telah dikumpul dalam kajian ini. Kawasan utama yang mempunyai sumberjaya yang berpotensi dibangunkan telah dikenal pasti dan koridor yang bersesuaian telah dicadangkan.

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- Jabatan Hal Ehwal Orang Asli Negeri Kelantan
- Jabatan Pertanian Negeri Kelantan
- Jabatan Pertanian Daerah Gua Musang, Kuala Krai, Tanah Merah and Jeli
- Majlis Daerah Gua Musang, Kuala Krai, Tanah Merah and Jeli
- Pejabat Tanah dan Daerah Gua Musang, Kuala Krai, Tanah Merah and Jeli
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CHAPTER 1

PROJECT OVERVIEW

CHAPTER I

PROJECT OVERVIEW

1.1 Introduction

Cultural and nature tourism activities offer visitors a selection of new and unique regional experiences. This is particularly important to those visitors for whom the travel experience is viewed as an opportunity to learn about the world around them. One of the most common problems in the development of the culture and nature based tourism is the lack of critical mass to ensure the economic viability. This scenario is apparent especially in some developing countries, where attractions are depending on tourism income (Eagles et al., 2002). Cultural tourism and nature-based tourism attractions are seldom ‘bundled’ together so as to facilitate and encourage multi-destination visits.

The situation is similar in many of the cultural and nature-based attractions in Malaysia which are either isolated or fragmented and not bundled together along identifiable tourism corridors.

The state of Kelantan Darul Naim is blessed with cultural and nature-based tourism resources. Kota Bharu for instance, has many buildings of significant architectural values, historical sites and the uniqueness of the local

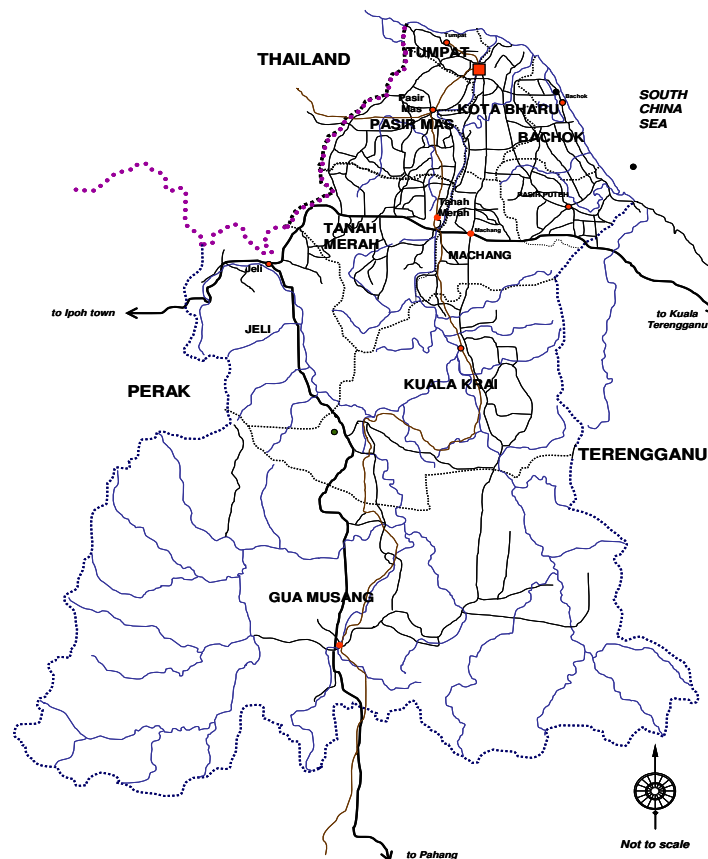
culture. Kota Bharu portrays an interesting background of a Malay monarch system, heralded by solemn loyalty and honor for royalty. The Sultan by tradition had played a major role in the development of Kelantan, particularly Kota Bharu. The glorious history of the Kelantanese sultanate could provide interesting information for tourists. (Dr.A.Ghafar, 1998).

On the other hand, the south Kelantan region has plenty to offer tourists who interested in eco and agro tourism. Among its many waterfalls, mountains, caves, streams and tropical jungles, some are still untouched by man while others have been explored by nature enthusiasts time and time again. This paper proposes a new concept for development of tourism in Malaysia, linking the nation's nature and/or cultural attractions into a series of nature and/or cultural corridors designed to encourage visitors to explore the tourism resources outside the core tourism hub (Prideaux and Cooper, 2002).

1.2 Study Area

Kelantan, which translates as the "Land of Lightning" is a veritable treasure, throve of delights - rustic fishing villages, verdant padi fields and languid, palm-fringed beaches. Tucked away in the north-eastern corner of Peninsular Malaysia, the people of Kelantan have managed to keep alive age-old customs and traditions, thus earning the state a reputation as the Cradle of Malay Culture. Here, colourful kites soar upwards defying gravity and giant drums reverberate. Shadow puppets mesmerise audiences and giant tops provide hours of endless fun. Kelantan has a population of about 1.4 million ; 95% is Malay with Chinese, Indians mesmerise audiences and giant tops provide hours of endless fun. Kelantan has a population of about 1.4 million ; 95% is Malay with Chinese, Indians and Orang Asli making up the rest. Kelantanese are renowned for their warmth and friendliness. Kelantan Darul Naim is a world of gracious beauty, retaining an old-world charm that few can resist.

Kelantan's history dates to between 8000-3000 B.C. Kelantan boasts of a historical past that date as far back as prehistoric times. During the early Chinese era, Kelantan was influenced by the Indianized Funan Kingdom of the Mekong River. In fact, farming methods used in Kelantan are based on Funan practices. Even the wayang kulit (shadow puppet show), a popular form of entertainment, and weaving methods are thought to have come from Funan. Kelantan has gone on to become vassals for the Sumatran Sriwijaya Empire and the Siamese. In the 15th Century, it came under the Melaka Sultanate. It was further ruled by the sultanates of Johor and Terengganu. By the 1820s, Kelantan was one of the most prosperous states in the Peninsula as there were unlimited developments. Kelantan also retained strong ties with Siam throughout the 19th Century before control was passed on to the British after the signing of the Anglo-Siamese Treaty in 1909. By 1948, Kelantan had become part of the Federation of Malaya which gained independence on 31st August 1957.



Plan 1.1: Study Area

1.3 Study Goal and Objectives

The goal of this study is “to identify cultural and eco-tourism corridors within Kelantan Darul Naim to be developed, managed and promoted as the backbone for intra-regional travel within the state”.

Thus, the main objectives of the study area are:-

- i. To identify and propose tourism corridors (culture and nature) in the study area that can be further developed and promoted.
- ii. To determine the visitors experience and expectation in relation to the tourism products in the study area.
- iii. To evaluate existing tour packages and create viable and innovative tour packages within the study area.
- iv. To create a prototype ‘tourism corridor map’ for the study area.

1.4 Study Methodology

Development of the cultural and eco-tourism corridors proceeded in four distinct stages as summarized below. (Please refer to Figure 1.1).

Stage 1: Preliminary Stage

In the preliminary stage, a desk study exercise has been done in order to identify the goal, objectives and the significance of the study. Reviewing, evaluating and discussing all relevant background information has also been conducted. A site visit was conducted to familiarize the research team of the study area.

Stage 2: Data Collection

On the second stage, various potential sites in the study area were visited. It is together with the visit to the various key tourism stakeholders offices,

including the private and the public sectors. The site investigations in the study area are including the review of:

- The overall tourism resources
- Tourism infrastructure including transportation system and established tour circuits routes.
- Tourism demand
- Marketing and promotional programmes
- Tour packages

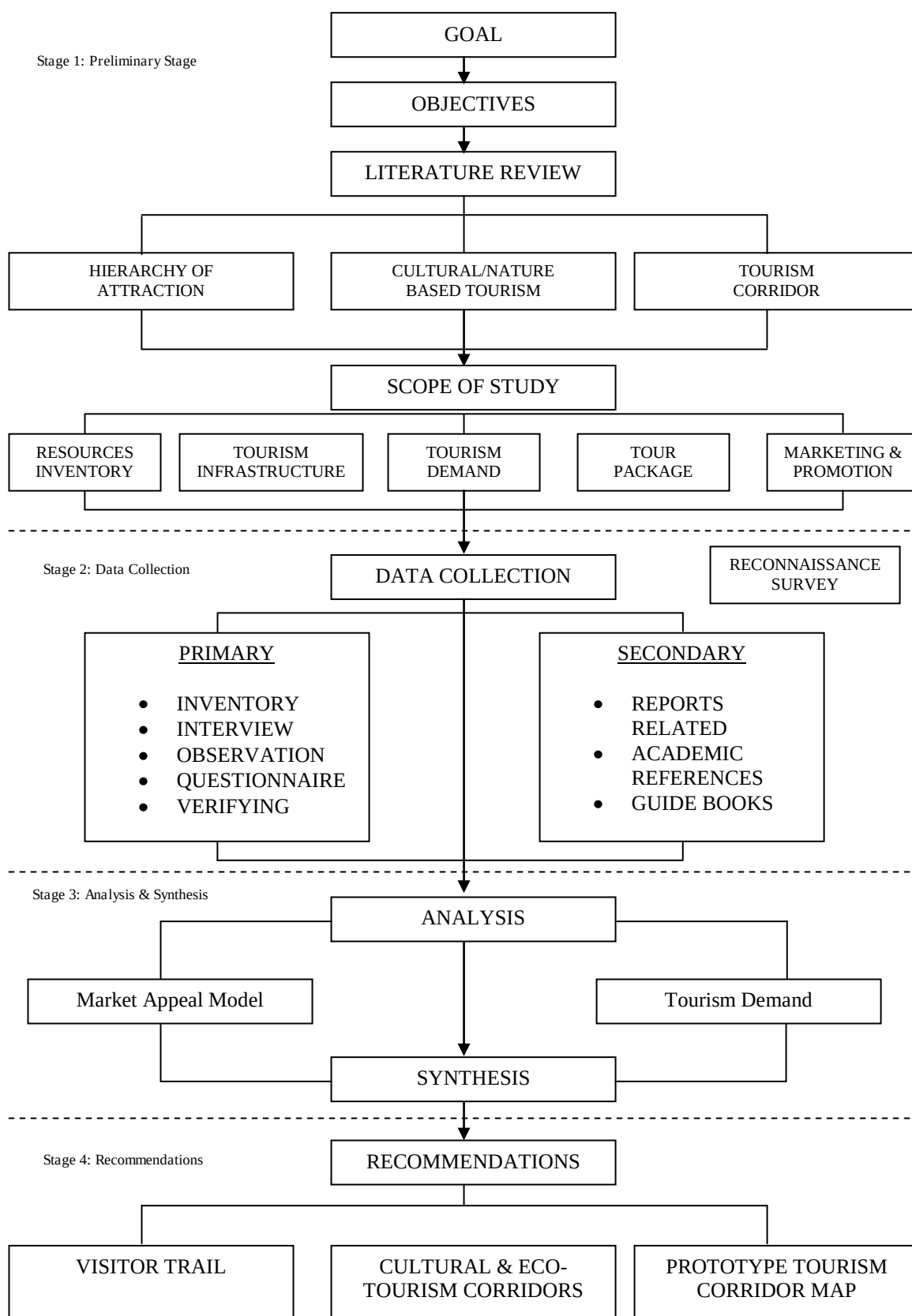
Stage 3: Analysis and Synthesis

The data and information gathered from the previous stage was analysed and the analysis results were used as a basis to formulate both culture and nature corridors. In addition, the analysis results were also used to design visitors trail in the study area.

Stage 4: Recommendations

The final stage was the preparation to design the culture and nature corridors, visitors trail and the prototype 'tourism corridor map' for non-packaged visitors.

Figure 1.1: Study Flow Chart





CHAPTER 2

LITERATURE REVIEW

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

This section discussing briefly the concept of cultural and nature based tourism, hierarchy of tourism and as well as what is meant by tourism corridors. It is important to study and understand the concept at the preliminary stage in order to achieve the goal and have a clearer picture of the idea proposed.

2.2 Cultural Tourism

The cultural tourism is tourism that motivated by an interest in arts and entertainment events, cultural festivals, arts galleries, museums, historic sites, heritage attractions, the customs and cuisines of the destination. Its tourism that motivated by an interest in experiencing other peoples, other places and other cultures. Cultural and heritage tourism occurs when participation in a cultural or heritage activity is a significant factor for traveling.¹ According to the above definitions there are two components of cultural tourism. First, there must be participation in an

¹ Canadian Tourism Commission, Cultural and Heritage Tourism Sub-committee, Packaging the Potential: A Five Years Business Strategy For Cultural and Heritage Tourism in Canada, December 1999, 2.

activity that falls within the definition of culture. Cultural tourism activities typically involve one or more of the following:

- Performing and visual arts and crafts
- Museums and cultural centres
- Historic sites, villages and interpretive centres
- Festivals Sites that highlight aspects of the natural or cultural landscape.

Second, in order for a visitor to be categorised as a cultural tourist, participation in cultural activities must be a motivating factor driving the tourist to explore and experience the region. Cultural tourism brings together personal motivations, (for example market travel triggers related to artistic, historical and education interests). With travel catalyst (for example tangible attractions such as cultural institutions, events, lifestyle and heritage).²

2.3 Nature-Based Tourism

Nature tourism denotes all tourism directly dependent on the use of natural resources in a relatively undeveloped state, including scenery, topography, water features, vegetation and wildlife. To know what nature tourism is we must understand a broader classification of tourism that includes nature tourism, and that is alternative tourism. "Alternative tourism can be broadly defined as forms of tourism that set out to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences" (Wearing & Neil, 1999, as cited in Newsome, Moore & Dowling, 2002). Under alternative tourism (Figure 2.1) we can see the presence of natural, cultural, event and other types of tourism (Newsome, Moore & Dowling, 2002). Nature tourism, called by Newsome & et al. (2002) "natural area tourism", is in short "tourism in natural settings".

² Lee and Williams, 1999, 7.

The proposed classification of Newsome, Moore and Dowling (2002) and their conception of nature tourism is confirmed by Ceballos-Lascuráin (1996) when he defines it as "all tourism directly dependent on the use of natural resources in a relatively undeveloped state, including scenery, topography, water features, vegetation and wildlife."

Newsome, Moore & Dowling (2002) include under nature tourism: adventure, nature-based, wildlife and ecotourism. McKerchner (1998) expands the scope of nature tourism including: adventure tourism, ecotourism, alternative tourism, educational tourism, anti-tourism, sustainable tourism, responsible tourism and many other forms of outdoor-oriented, non-mass tourism. These two views of what nature tourism includes and overlaps, agree, but also contradict themselves. To better understand, and conclude, what nature tourism is, we must understand the three relations that can occur between the natural setting and the visitor which are: in, about and for the environment (Dowling, 1977, 1979; as cited in Newsome, Moore & Dowling, 2002). So any tourism based in a natural setting and experienced in, about or for the environment will be considered 'nature tourism'.

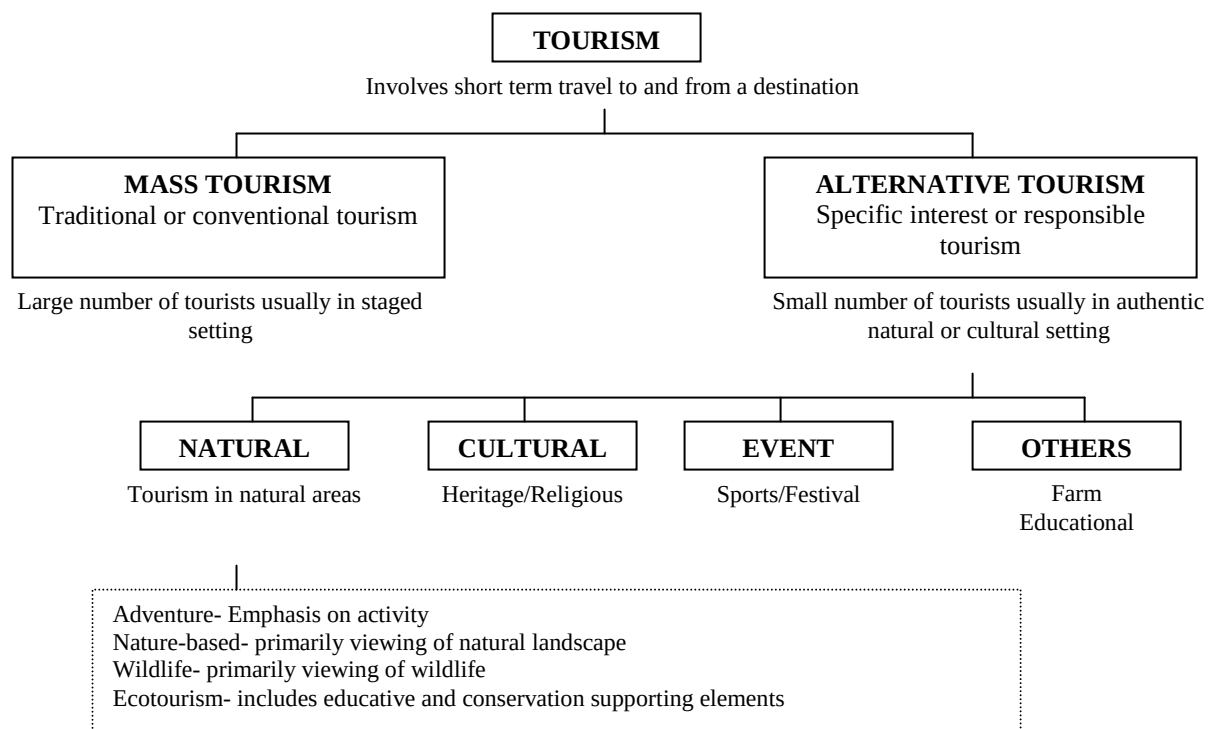


Figure 2.1: An Overview of Tourism
Sources: Newsome et al. (2002)

2.4 Hierarchy of Tourism

Not all cultural or nature visitor are the same. Some tourism products will be of great interest to the visitors and will draw visitors from great distances. Others will have limited interest, while many more will have little or no appeal to visitors. Tourism theory recognizes that a clear hierarchy of attractions exists in most destinations and that this hierarchy is defined by the degree of compulsions the visitors feels to visit them (Leiper, 1990, cited in McKercher and DuCross, 2002). Attractions can therefore be a major motivator for selecting a destination.

Three types of attractions have been identified which are primary, secondary and tertiary. Primary attractions are so important to most destinations that they play a critical role in shaping their image and in influencing visitation (Mill and Morisson, 1985 in McKercher and DuCross, 2002). However, not all primary attractions are equally strong demand generators. Some have the ability to draw visitors from a greater distance than others. The greater the distance a consumer is expected to travel, the more distinctive and unusual the attraction must be. People will travel long distances to consume truly unique experiences but are unwilling to invest the effort, expense, and time needed to consume common ones. (McKercher and DuCross, 2002).

According to McKercher and DuCross, 2002, the purchase decision, or degree of compulsion felt to visit, becomes increasingly discretionary as one moves through the attraction hierarchy. Secondary attraction may be locally significant visitors attractions and popular in their own right but do not influence the decision to visit the destination. Visits to tertiary, or the lowest order attractions are typified by low-involvement purchase decisions and also largely convenience based or occur by chance.

Ironically, the same attraction could act as primary, secondary and tertiary attractions simultaneously, depending on the visitors different reasons for visiting. For example, the primary motive for visiting the beach resort

(primary attraction) for some people is to relax and recreate. During their stay, they may also visit museums (secondary attraction). While others, visiting museums could be their primary purpose to visit the city and staying at the beach resort for convenience purpose. Similarly, others visiting for unrelated reasons may just decide to visit any of the museums while staying overnight in the city.

2.5 Tourism Corridor

2.5.1 Introduction

The current tourism landscape is dominated by the resort destination and to a lesser extent by circuit tourism connecting resort destinations (Prideaux and Cooper, 2002). While attractive to many market sectors, resort destinations tend to focus tourism development into a small number of well-defined localities creating a core-periphery taxonomy (Weaver 1998). Weaver, 1998, noted that not all visitors actively seek the core, but the lack of tourism infrastructure beyond the core has deterred many from visiting the periphery. Thus active and more adventurous travelers are prepared to travel beyond the core creating new corridors in their wake, while mass visitors are unlikely to venture into the periphery until infrastructure standards are upgraded.

Corridors are one mechanism for encouraging a move beyond the core, and if properly planned, will stimulate regional economic development by extending the core into the periphery. (Prideaux and Cooper, 2002).

Leiper (2002) revealed that links and corridors imply multi-destinations itineraries, which cover a sequence of destinations across one or more territories. By encouraging visitors to visit a series of places e.g in tourism corridor, a range of benefits can accrue. The following are perceived

benefits from multi-destinations tourism (Leiper, 2002; Prideaux and Cooper, 2002):

- a) Multi-destination tourism could give visitors wider range of experiences than mono-destination tourism.
- b) Socio-cultural benefits can accrue to visitors and also residents through the interaction and learning about their respective societies and cultures. However, multi-destinations tourism can lead to a wider range of interactions than mono-destination tourism.
- c) Economically, all regions should benefit from multi-destination tourism, as the consequences of visitors expenditures are spread more widely among provinces, cities and towns and into wider range of business that occurs with mono-destination tourism.
- d) Political benefits occur if people return home after trips with better, understanding of country visited leading to a better tolerance especially if the process involves large numbers of people.

2.5.2 Definition of Tourism Corridor

Although tourism corridor are an accepted component of the tourism industry, it has receive relatively less attention from the literature compared to other forms of tourism development, including more formalized heritage trails (Prideaux and Cooper, 2002).

Idaho Transportation Department define corridor as “ a broad geographic area, defined by logical,existing and forecasted travel patterns served by various modal transportation systems that provide important connections within and between regions of the state for people, goods, and services. Travel within the corridor may include vehicular, rail, transit, water, air, or non-motorised. (Idaho Transportation Department,1998:3). The above definition is from a transportation organization standpoint which focuses mainly on access and connectivity. However it forms as an important basis

for defining tourism corridor as tourism also revolve around the movement of travelers from one point to the other.

Prideaux and Cooper (2002:23) gave an overview of tourism corridor. They noted that tourism corridors “are an approach to tourism that offers travelers the opportunity to visit a variety of built and natural attractions along a themed route. By moving away from the well-established destination resort model of tourism development that focuses on a specific locality, tourism corridors offer visitors the opportunity to travel through a variety of landscapes and visit a range of iconic and non-iconic yet locally significant attractions.”

2.5.3 Types of Tourism Corridors

Corridors fall into two categories. The first category is associated to corridors that provide a link between a number of major and minor destinations to form a visitor circuit and the second category is where the corridor becomes the destination and focus of visitor activity (Prideaux and Cooper, 2002). Although both categories are acceptable form of tourism development, however, the first category is preferred because of the favorable benefits it can generate.

On the other hand, tourism corridors can be classified into formal and informal corridors. (Prideaux and Cooper,2002). According to Prideaux and Cooper (2002), informal corridors have developed because travelers have fashioned a route connecting a series of interesting attractions, usually with little support from local authorities. Typically, informal corridors were developed by backpackers or explorers who seek new, remote and/or exotic places. Backpackers and the companies servicing this market for example have actively sort out new travel opportunities, often in relatively remote and difficult areas (Prideaux and Cooper, 2002). Since 1970s, in the Cape to Cairo corridor (in the African continent), a number of overland tour groups developed itineraries that transported travelers by modified truck from north to south and by 1980, many tour companies were operating trips throughout Africa (Prideaux and Cooper ,2002). Prideaux and Cooper (2002) indicated

that the major components of corridor creation (i.e. the Cape to Cairo corridor) were the ability to identify market segments and undertake targeted marketing through appropriate channels.

Meanwhile formalized corridors, typified by Route 66 in the United States (US), require identification of market segments, the provision of specific infrastructure and targeted marketing. Route 66, running from coast to coast, offers traveler a wide range of accommodation and attractions options as well as flexibility of entrance and exit points, and flexibility of journey times. Other corridors have fewer entrance and exit points, and may rely on adherence to fixed timetables, as is the case with the Trans Siberian railway (Prideaux and Cooper, 2002; Seaton and Bennett, 1996).

2.5.4 The Successful Tourism Corridors

The concept of tourism corridors is not new and there are number of examples of successful corridor development (Prideaux and Cooper ,2002) such as followings:

- a) Trans Siberian railway journey linking a number of localities in East Asia to localities in East Europe.
- b) The overland truck journeys running connecting southern and northern Africa.
- c) Route 66 in United State connecting the east and west coast via a well marked highway.
- d) Backpackers corridors such as the Sydney to Cairns corridor in Australia.
- e) The Greater Mekong Subregion (GMS) Economic Cooperation corridor.
- f) The South Carolina National Heritage Corridor.
- g) The Ayer Keroh corridor in Melaka, Malaysia.



CHAPTER 3

SITUATIONAL ANALYSIS OF STUDY AREA

CHAPTER III

SITUATIONAL ANALYSIS OF STUDY AREA

3.1 Introduction

The current situation in relation to tourism resources, tourism infrastructure, marketing and promotional activities including tour packages, and visitor demand was investigated during the field survey carried out in May- August 2007. The current situation as described below gives an overview of the tourism resources and support infrastructure. It is not comprehensive and can only be snapshot of the resources at a particular time. There have been several studies conducted in the study area that has direct relevance to the current study. These include:

- a) Kajian Rancangan Struktur Majlis Daerah Kuala Krai Utara, Kuala Krai Selatan and Local Authority of Kuala Krai 1995-2020.
- b) Kajian Rancangan Struktur Majlis Daerah Gua Musang and Local Authority of Gua Musang 1995-2020.
- c) Kajian Pelancongan Di Kawasan Kelantan Selatan, Potensi dan Harapan 2005.

3.2 Analysis of Cultural and Natural Tourism Resources

3.2.1 Introduction

Tourism resources are features (natural and cultural) of a destination that are valued (i.e. having unique attributes) by the visitor or visitors at some particular points in time. Even though a destination may have an abundance of resources that are attractors, they are not functioning as true attractions until they are ready to receive visitors. Resources that are managed, developed and gone through the marketing process are known as tourism product.

3.2.2 Scope of Work

The scope of supply analysis will cover:-

- The identifying of type, background and the current state of the tourism resources
- The identifying of the primary, supporting and complementary tourism resources.

3.2.3 Research Approach

In conducting the research, several approaches were utilized to evaluate and analysed the supply of tourism resources in the study area. The approaches are described as follows:-

- a) A method to evaluate the attractiveness or appeal of tourism resources was devised. The 'Market Appeal Model', a model adapted from the Market Appeal-Robusticity Matrix Model, popularized by McKercher and Du Cross (2002) has been used. While elements from other models such as the Visitor Attractiveness Index (Smith, 1995) and Analytic Hierarchy Process (a method used by Deng et al. (2002) in evaluating national parks in Australia) were incorporated into the model. The primary aim of evaluating the attractiveness of tourism resources is to categorise and rank them based on their appeal visitors.

- b) While participant observation was used to evaluate the following elements;
- i. Visitors activities
 - ii. Services level and visitors facilities
 - iii. Transportation network
 - iv. Accommodation

3.2.4 Inventory of Tourism Resources

Kelantan Darul Naim is blessed with tangible and intangible tourism resources of iconic value. In Kota Bharu for instance, there are lots of cultural and heritage tourism spots while Kelantan Southern Region was blessed with natural landscapes, and has plenty to offer tourists interested in nature-adventure tourism. Among its many waterfalls, mountains, caves, streams and tropical jungles, some are still untouched by man while others have been explored by nature enthusiasts time and time again.

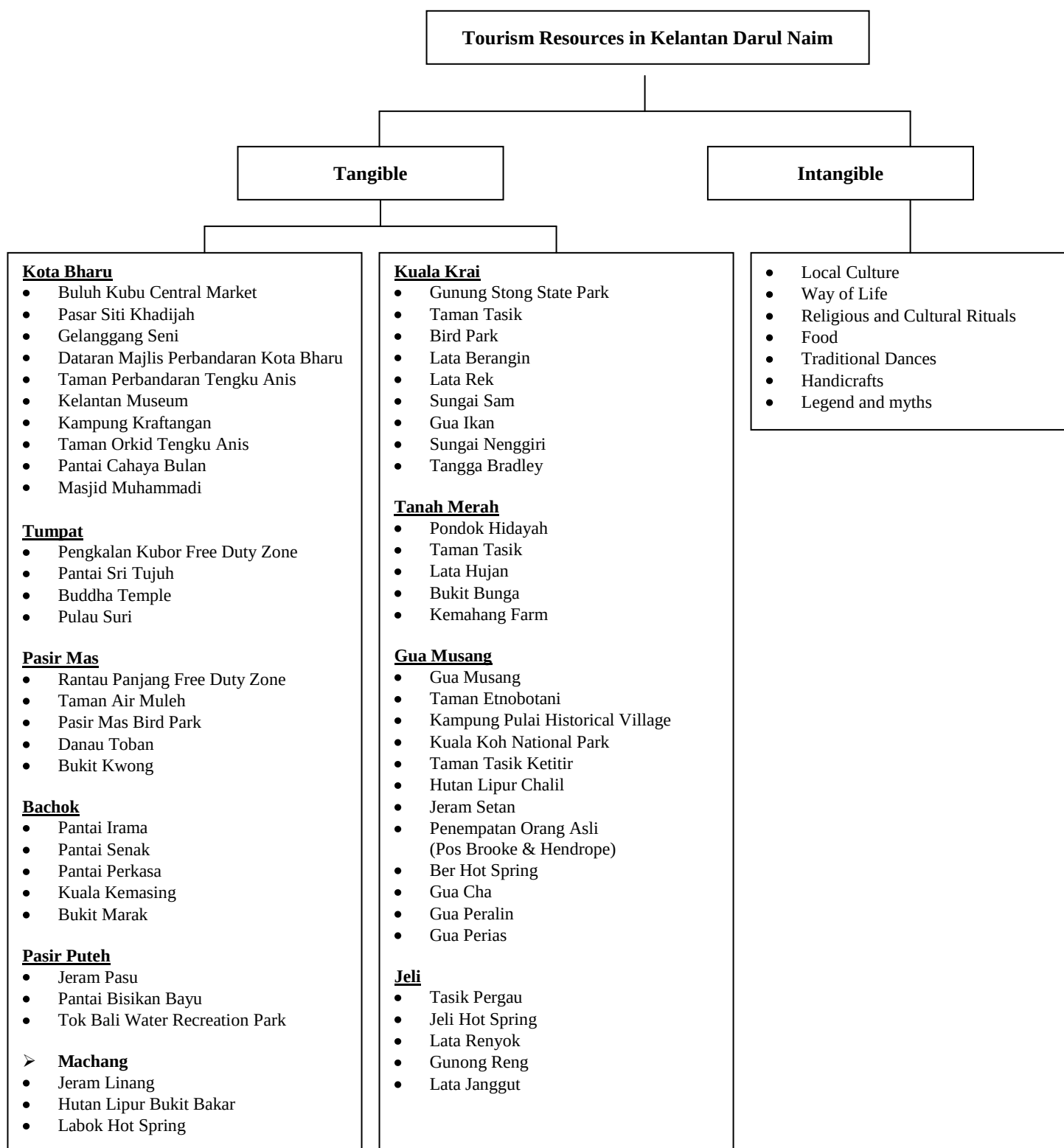


Figure 3.1: Tangle and Intangible Tourism Resources in Kelantan.

3.3 Tangible Tourism Resources

Below are the tangible resources in Kelantan that have been divided into four categories such as shopping places, cultural/heritage centre, historical places and nature attractions.

Shopping Places		
Attractions	Profile	Description
Kelantan's Central Market (Pasar Siti Khadijah) 	- Location: Jalan Pintu Pong - It opens daily as early as 5 am till late afternoon.	- Kelantanese stakeholders conduct their business amidst rows of chillies, carrots, seafood and farm produce. - It may surprise you that a majority of them are women.
Bazaar Buluh Kubu 	- Location: Jalan Istana - It opens daily as early as 5 am till late afternoon. - The 3 storey building was designed as open market with flowing air circulation	- It is stocked with miniature souvenir and clothing. - Known as a centre for Kelantan's batik, provide the multi-design and style of batik printing. The T-shirts, hats. Key chains and silver ornaments on sale here make lovely gifts.
Jalan Temenggong 	Location: Jalan Temenggong is located at the heart to Kota Bharu town centre.	Along this street are shops with gold, jewelry, rich textiles and brassware.
Arked Beli Belah MPKB 	- Location: Near to Dataran MPKB - The market is opens at 10.00am to 5.00pm everyday.	- Apply the wholesale concept for businessmen who are interest to be a wholesaler to purchase the goods in the large quantity. - The market also famous with scarf, ready made clothes with the variety of design and traditional food.

- Pengkalan Kubor Free Duty Zone



- Location: Pengkalan Kubor
- Opens at 10.00am to 5.00pm everyday.

- Pengkalan Kubor also gazetted as Free trade areas which offers various product of Thailand
- It's famous with kitchens apparatus such glassware, accessories, clothes and other high quality electric products with lower price compared to Rantau Panjang.

- Rantau Panjang



- Location: Rantau Panjang
- Opens at 10.00am to 5.00pm everyday.

- Duty free shops at Rantau Panjang are famous with the products from Thailand such as clothes, food, fruits, kitchen apparatus and other house accessories.
- This location becomes the attractive place for Kelantan tourists to purchase large quantity of product with cheap prices.

Cultural/ Heritage Places

Attractions	Profile	Description
• Istana Batu (Royal Museum) 	• Location: Jalan Sultanah Zainab • Open 8:30am - 4:45pm daily, except Fridays. • Serves as a repository for the history of the Kelantan royal family and displays regalia, pictures, silverware, furniture and palace items of former Sultans.	• Literally, Istana Batu was constructed in 1939 during the reign of Sultan Ismail. • It houses the Royal Museum and was previously used as the venue for Royal weddings and as a guesthouse for visiting royalty.
• Istana Balai Besar 	• Location: Jalan Istana • Please note that Istana Balai Besar does not admit visitors	• This palace was built by Sultan Muhamad 11 in 1840 to replace his riverine palace on the Kelantan river. • It now serves as the venue for ceremonial functions and investiture ceremonies.
• Islamic Museum	• Location: Jalan Sultanah Zainab • Opening hours: 10.30 am - 5.45 pm daily except Fridays. • Admission: Adult: RM2.00 Children: RM1.00	• Traces the history of Islam in Kelantan • Exhibits include Islamic arts and crafts and photographs of some personal belongings of Prophet

Muhammad and Islamic historical sites.		
Istana Jahar (Jahar Palace) 	- Location: Jalan Istana - Opening hours: 8.30 am - 5.45 pm daily except Fridays. - Admission: RM2.00 Children: RM1.00	- Built in 1887 by Sultan Muhammad II for his grandson Long Kundur, this is now a museum featuring Kelantan cultural heritage. - The intricate wood carvings are testimony to the craftsmanship of local artisans. - Photographs, artifacts and exhibits bear testimony the rich cultural heritage of Kelantan.
State Museum 	- Location: Jalan Hospital - Open: 9.00 am – 6.00 pm daily (except Fridays) - Admission: RM2.00 Children: RM1.00	- Incorporating the State Art Gallery, the building itself was used as the land office from colonial times until 1990 when it was converted to a museum. - The museum displays the arts, crafts and musical traditions of Kelantan. Ceramic displays testify to the early trade with China and artifacts from local archaeological sites provide evidence of human activity during the pre-historic age in Kelantan.
Merdeka Square 	Location: Jalan Sultanah Zainab	The site of many historical events, Merdeka Square rose to prominence in 1844 after the completion of the Istana Besar. It is also known as Padang Bank.
Handicraft Village and Craft Museum 	- Location: Jalan Sultanah Zainab - Open: 9.00 am – 5.00 pm daily	- Also known as 'Balai Getam Guri', this Handicraft Village and Craft Museum is one of the state government's efforts to develop the handicraft industry in Kelantan. - Features a selection of Kelantan handicraft in traditional embroidery, songket weaving, batik printing, silversmithing and

• Here, visitors can learn about the history and the process of making those handicrafts.		
• Gelanggang Seni		• Location: Jalan Mahmud close to the Perdana Hotel • The cultural centre is open three times a week from March to October each year. • Performance times are 3.30pm to 5.50pm on Monday, Wednesday and Saturday and 9.00pm to midnight on Wednesday and Saturday. • The cultural centre is a veritable showcase of the living heritage of Kelantan. Demonstrations of popular folk arts and pastimes are held daily. • Wayang Kulit (shadow puppetry) shows, Silat (the Malay art of self defence) performances, Gasing (Top spinning) displays, Wau (Kite flying) and Rebana (Giant Drum) playing can all be seen at the centre. • During the evening, tourists can see cultural performances featuring traditional Malay music and Wayang Kulit
• Perkampungan Nelayan (Pantai Sabak, Kota Bharu)		• Location: Kampung Pantai Sabak, Kota Bharu • 11km from Kota Bharu Town • This is the site where the invading Japanese troops landed in 1941. • Pantai Sabak, a pleasant beach with many palm trees lining it, is also a Malay fishing village. • A new experience by watching the local fishermen fixing their nets, or simply preparing their boats for the next trip out to sea. • The womenfolk will be there drying and salting the fish they catch.

Handicraft Centre

Attractions	Profile	Description
• Batik Paintings 	• Location: Kampung Pantai Sabak, Kota Bharu Batik factories are found in Kampung Putih, Kubor Kuda and Kampung Badan.	• A visit to a batik factory gives an insight into the process of batik printing. • Tourist are able to experience the batik printing.

- Songket Weaving
(Kg. Penambang)



- 4km north of Kota Bharu
- Located at Kampung Penambang

- A visit to a batik factory gives an insight into the process of batik printing.
- Here silk material is woven with gold and silver thread.
- Originally the silk material came from Thailand while the gold and silver threads were imported from India.
- The use of songket material was once reserved for royalty but now it is used for ceremonial occasions and weddings.

- Silver Craft (Kg. Marak, Kg. Sireh, Kg. Badang)



- Located at Kampong Marak, Kampong Sireh and Kampong Badang

- Famed for their intricate designs, Kelantan silverware offers traditional and decorative items from vases to jewellery.

- Wood Carving



- Kelantan wood carving is perhaps among the best in the region. Carvers produce ornate mirror frames, head boards, decorative panels for wall mounting or free standing lamp stands and more.

Religious/ History

Attractions	Profile	Description
• Masjid Negeri 'Masjid Muhammadi' 	• Along Jalan Sultanah Zainab is the Masjid Muhammadi.	• Built in 1926, it is an old building, long past the heyday. • This mosque is a hive of activity on Fridays when thousands of Muslims throng the prayer halls. • The streets outside are busy

with hawkers peddling a variety of wares, from religious books, chanting beads, headgear of sorts and traditional medicine

- Makam Raja Abdullah (Padang Halban)
- Kampung Padang Halban 20km south of Kota Bharu,
- In 1671, Raja Abdullah died, some believe killed by Puteri Saadong. It is said that Puteri Saadong stabbed him with her hair pin, as a result of a fight. Raja Abdullah was buried in where his mausoleum still stands today.

- Buddha Wat (Wat Photivihan)



- Located at Kampung Jambu Tumpat.
- 15km from Kota Bharu
- On the outskirts of Kota Bharu one can see a number of Buddhist Wat (Temples) which are reminders of ancient Thai influence in the State.
- One of the most famous wats is the Wat Phothivihan, situated in the village of Kampung Jambu in Tumpat which has sizeable number of Thai followers.
- This temple houses a 40-meter long, 11-meter high reclining Buddha which is believed to be one of the largest statues in the world. One can see swallows freely nesting in the ear lobes of the statue.

- Jambatan Sultan Ismail



- Location : 8km north of Kuala Krai
- This bridge is also known as 'Gertak Gantung Sungai Nal'. It is the only hanging bridge in the state. This was very important as it joined Kuala Krai by road.
- This bridge is open on 19th April 1932 by KDYMM Sultan Ismail ibni Sultan

Muhammad IV.

- The design is same as can be found in Europe. From 1986 this bridge was no longer use because new bridge is built by the side of it.

Nature Attractions

Attractions	Description	
• Pantai Cahaya Bulan, Kota Bharu 	• Location: 15km from Kota Bharu	• Formerly known as Beach of Passionate Love, this is one of the most popular spots for some refreshing coconut water and local snacks while enjoying the sea breeze. • The route to the beach is dotted with thriving cottage industries. • Many comfortable chalets are available at the beach.
• Pantai Sri Tujuh, Tumpat 	• Location: 7km from Tumpat	• This pristine beach is sheltered by the longest lagoon in Malaysia. • Home to the annual International Kita Festival, the beach has a variety of food and drink stalls as well as public amenities.
• Pantai Irama, Bachok 	• Location: 1km walking distance from Bachok Town	• Pantai Irama offers choice picnic spots and eating stalls. • It is reputed to be one of the most beautiful beaches along the East Coast

- Pantai Sabak, Bachok



- As well as being a rendezvous for fishing boats, Sabak Beach boasts fine golden sands fringed by coconut palms.
- It is a perfect spot to picnic and relax while observing the return of the fishing boats. Gentle waves lap the shore while the water is warm and clear.

- Lata Hujan, Tanah Merah



- Location: 20km Tanah from Tanah Merah

- This area is popular with locals during the weekend.
- Most visitors will stay near to the pools, but there is a trail leading uphill to a number of waterfalls.
- The falls are not spectacular, but located in nice forest.

- Pantai Bisikan Bayu, Pasir Puteh



- Location: 15km from Pasir Puteh

- Surfing can be good at certain times of the year, and wind surfers will find excellent sports.

- Tok Bali, Pasir Puteh



- Location : 8km from Pasir Puteh

- Tok Bali is located at Pasir Puteh, Kelantan. It is popular as a transit point to Pulau Perhentian and Pulau Redang among the international tourist

- Jeram Linang, Machang



- Location : 18km from Machang.

- It is popular with locals and has many facilities like a wading pool, chalets, etc.
- Most visitors will stay near to the pools, but there is a trail leading uphill to a number of waterfalls.

- Hutan Lipur Bukit Bakar, Machang



- Location: 15km from Machang

- Hutan Lipur Bukit Bakar is a recreational area in Machang.
- This area is surrounded by a few streams that make beautiful scenery.
- It is a suitable place for relaxing during the weekend, especially to the locals.
- There are few facilities provided such as eateries, picnic areas and toilet.

- Tasik Pergau, Jeli



- Location: 30km from Jeli

- It has many facilities such as chalets, meeting room, camping area, toilet, surau and eateries.
- Tourist can enjoy many water activities here such as swimming, kayaking, and also fishing.

- Lata Rek, Kuala Krai



- Location: 20km from Kuala Krai

- Lata Rek is a series of cascading waterfalls, each no more than 20 metres tall that stretches about 100 metres long.
- This charming river tends to be on the dry side during the dry season. But it can be quite a sight during the monsoon season which falls between November and February.

- Kuala Krai Mini Zoo & Bird Park



- Location: 1km walking distance from Kuala Krai

- This mini zoo is home to a variety of animals such as bears, deers, monkeys and birds.
- The mini museum houses a collection of preserved animals as well as photographs and documents relating to the founding of Kuala Krai.

- Taman Tasik,Kuala Krai



- Location : 1km walking distance from Kuala Krai

- It was surrounded by a man-made lake and has been built during 1950s and has been reconstructed in 1988.
- With a beautiful landscape and nice scenery, this lake garden become a popular resting place for the local and international tourist.
- There are few facilities provided such as public toilets, picnic areas, sitting areas and facilities for water sports such as canoeing and fishing.

- Kuala Krai Steps



- Location: 1km walking distance from Kuala Krai

- Eighty-one concrete steps leading down from the town to the river bank and boat jetty were constructed sometime between 1927 and 1929, and were named the Bradley Steps after a Mr. Gerald Bradley who was the energetic District Officer of the interior of Kelantan at the time.
- They have recently been renamed the Kuala Krai Steps.

Nature/Adventure Attractions

Attractions	Description
Etnobotany Park 	• The Ethnobotany Park is a recreational and nature park administered by the Kelantan Selatan Development Authority (KESEDAR). • Many outdoor activities are provided at the park. There are 30 rope and wooden obstacle courses and flying fox and abseiling activities at the training camp for those who have adventure on their minds. • Visitors can also have the opportunity to make traps and learn jungle survival skills.

	  	• Nature lovers who prefer to keep both their feet firm on the ground will enjoy visiting the deer and ostrich Farm and the Medicinal Herb Garden at the park. • Visitors can also try to do the caving at the caves that can be found in this area. • Hostels are provided.
Gunung Stong State Park	   	• Air terjun Stong or Jelawang Waterfall is claimed as the highest waterfall in Malaysia. • Offers many exciting adventures for anyone who loves nature and great outdoors. • Also serves as conservation area with rich flora and fauna diversity, many of which can only be found in this part of the world including the limestone-loving <i>Didymorcarpus calcaratus</i>, <i>Licuala stongensis</i>, <i>Rafflesia kerri</i> and rare bamboo, <i>Holttmochloa pubescens</i>. (found only in Mount Stong). • Facilities such as chalet, campsite, surau, food stall and tour guide are provided. • Activities: Bird watching, cave expedition (Bogor Cave), jungle trekking, mountain climbing, abseiling, picnicking and river dipping & hydrotherapy session.
Sungai Nengiri	 	• An event to make adventure seekers keep coming back to Gua Musang could well be the annual Nengiri River rafting expedition. • It takes about 3 days to complete the whole journey through the class 2+ "big water" river on self-assembled rubber tube rafts. • The expedition takes guests into a world dominated by nature. The first stop is at Gua Cha where guests can explore the beautiful limestone cave that was once a shelter for prehistoric dwellers. • On the first night, guests camp in the jungle and are

		encouraged to set up their own tents and help in preparing dinner. • The second night is spent at the Orang Asli village in Kampung Pulat where guests are entertained by the Orang Asli traditional dance called Sewang. The final leg of the river expedition continues with a series of exciting rapids and picture postcard scenery en route. • The Nenggiri journey ends at Kampung Setar. Despite the aches and bruises, guests will have a truly amazing experience to cherish forever.
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Caves

i) Gua Musang



ii) Gua Chawas



iii) Gua Madu



iv) Gua Chawan



v) Gua Ikan



- The caves at Gua Musang boast magnificent limestone formations such as animals and other features.
- According to local history, some caves at Gua Musang were a hotbed for communist activity in the early 1950s.
- The caving activities available can keep tourists busy as there are many routes, magnificent rock formations and historic cave wall paintings.
- Honeycomb and coral reef like formations create mesmerising view.
- The passages are both smooth and jagged requiring tourists to be extra careful while doing the exploring so are some of the tight squeezes.
- The rivers running through the caves completed the surrealistic view and at the same time, visitors will appreciate the cave's cool temperature. Without any source of light the caves are as dark a place as one can be.
- Visitors need an experience guide to do the caving and they are encouraged to bring their own torchlight or headgear.
- Other archaeological caves in south Kelantan are Gua Cha and Gua Chawas in Ulu Kelantan and Gua Jaya in Kuala Jenara.

Taman Negara Kuala Koh		• For bird watching enthusiasts, it is possible to see quite a variety of birds in a couple of days, and for anglers, the pristine rivers offer some excellent sport-fishing. • The whole area offers superb opportunities for photographers. The diverse flora and fauna in the surrounding emerald rainforest provides perfect settings, colours and contrasts. • There are many river-based activities around Kuala Koh. Kayaks, bamboo rafts and inflatables can be hired. • There are many jungle trails of varying distances and degrees of difficulty in the vicinity. And for those who wish to view life at the top of the jungle, a canopy walkway was recently completed adjacent to Kuala Koh. • Chalets are available at Kuala Koh, if required.
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(vii) Others Attraction

Besides of the nature and cultural wonders that can be found in Kelantan, there are also some other attractions that can capture the eyes of the tourist such as ancient engine and Chinese historical temple as been describe below:-

Attractions	Description
Ancient Locomotive Engine 	• Located at a house compound in Kg.Pulai, Gua Musang, 8km from the town. • Is believed a wheeled steam engine, built by Marshall Sons & Co, Gainsborough, in 1940 with registration no.25. • Having an aesthetic value but been abandoned and no effort is taken by any museum department/authority.
Ching Tai Kong Temple, Kg. Pulai 	• Reputed to be 500-600 years old, holding the history of the arrival of first chinese community from China to Kelantan. • The temple was rebuilt in 1970 and houses old Buddhist photograph (originally from China and was believed is 500 years old), ancient cannon part and ammunition.

3.4 Intangible Tourism Resources

3.4.1 Food

Kelantan Darul Naim is not only known with its variety of cultural but also famous with its unique food. For centuries, the originality of the taste made by the ancestors is not changed. For those who come to visit here must try these traditional foods.

Nasi Kerabu



It comes in three colors which are blue, yellow and white. It is eaten with raw vegetables as well as special 'sambal ikan'. It is taken as breakfast and also for dinner.

Nasi Berlauk

This is the most Kelantanese favorite food. Simple and tasty. It is served with white rice and fish curry it is traditionally cooked.

Nasi Tumpang

This special dish is a combination of various rice and curry which is arranged layer in a triangular banana leaf wrapper.

Laksam

This type of food is based on rice powder and is served with white coconut milk curry. This traditional recipe is from fish and coconut milk. When serving, it is added with leaves eaten raw or 'ulam'.

Solok Lada

The unique of this type of food is where the filling is placed inside the chilly. The filling is made from flesh coconut, fish fillet and coconut milk. This tasty food is suitable to take with nasi kerabu which is also Kelantan traditional food.

Sambal Daging

The meat is cut into small pieces and cooked using special spice until it is truly dried. It is delicious to take by itself or served with rice.

Gulai Darat

This original spice curry is prepared using meat as its main ingredient.

Ayam Percik

Grilled chicken with coconut milk sauce is traditionally cooked using original ingredients as heritage. It is served as a special dish for the family members or special guests.



Jala Mas

This is a very popular cake or 'kuih' in Kelantan. It is based on eggs and sugar and it is known as a Royal Cake. It can only be found in this state.

Budu

This food is based on fish and it is made into sauce. It is taken with grilled fish or meat.

Lompat Tikam

It can be prepared for daily dish or served during special occasion. This tasty food is not only attracted the locals but as well as the outsiders.

Ketupat Sotong

This tasty food is made by putting glutinous rice into the cuttlefish and it is cooked with brown sugar or known as 'gula melaka' as its sauce. It is eaten as well as other traditional 'kuih'.

Pulut Manis

This sweet dish is served as dessert. The ingredient is glutinous rice which is cooked with brown sugar.

Pulut Bakar

The shape is round and it is wrapped in banana leaf. The taste is delicious and it has sweet aroma.

Pulut Panggang

The shape is oblong and it is wrapped in banana leaf. The cooked glutinous rice is salt less but the filling which is coconut flesh and fish fillet make this 'kuih' the most favorite one.

Taik Itek

Although it is quite sweet but it is delicious to eat. The ingredients are eggs, coconut milk and sugar. It has varieties of shape according to the chef.

Buah Tanjong

It is sweet as well as its name. This food also known as a Royal Kelantan food.

Akok

It is known as 'Akok Kelantan' because of its sweet aroma. The ingredients are eggs and 'gula melaka'.

3.4.2 Local Culture

(i) Culture

The ancient arts which once thrived throughout the country during breaks in the planting and harvesting seasons, and during the monsoon breaks, have all but disappeared from the west coast states. But in the east coast in general, and in Kelantan in particular, popularity in these art forms is as strong as ever.

(ii) Dance

The Mak Yong, a Malay dance drama which was performed exclusively for sultans and territorial chiefs until the turn of the century, combines dance, opera, drama and comedy. When royal patronage ceased, Mak Yong left the confines of the palace and became popular among the rural folk. The main cast of Mak Yong is made up of women, consisting of four leading actresses who play the king, a young prince, the queen (Mak Yong) and a princess. Male actors are included for comic relief. Mak Yong performers are accompanied by musicians who play the violin-like rebab, the gendang (a double-headed drum) and the tetawak (a gong). A male shaman or bomoh, follows a Mak Yong troupe to ensure the success of its performances.

Other Kelantanese court dances include the Tarian Payang, named after fishing boats and traditionally danced on the beach while waiting for fishermen to return, and the Tarian Asyik. The Tarian Garong is an up-tempo dance performed by five couples in a circle, whilst the Tarian Piring, a graceful dance symbolizing the offering of gifts to God on a small plate, the piring, is another popular dance.

(iii) Drama



Making wayang kulit

The Wayang Kulit, or shadow puppet drama, is said to have originated from Java in the 14th Century, although the shadow play in Kelantan is particularly eclectic, combining not only Javanese, but also Chinese, Indian and Siamese influences. The repertoire includes enacting tales from the great Indian epics the Ramayana and the Mahabharata, together

with tales on local folklore.

Behind a small raised stage supporting a large white screen sits the Tok Dalang, or master puppeteer. Sticking the buffalo-hide-and-stick puppets into banana stems positioned behind the screen, he then narrates the tale as he 'manipulates' the puppets. A lamp, suspended between the screen and the puppeteer, causes the

silhouettes of these puppets to dance on the screen. The narration is complemented by a small traditional orchestra consisting mainly of percussion instruments.

(iv) Music

A popular musical pastime is the beating of the harvest drum, the rebana besar. This drum measures 60 centimetres in height and one metre in diameter. The drum is placed on its side and is struck with the palm of the hand. In common with the other northern States, popular traditional musical forms include the religious songs and chants known as "Berzanji" and "Qasidah". The "Hadrach" which is an Islamic chant, is performed with dances and musical accompaniment. Singing and reparteeing in doggerel form is popular in Kelantan. This musical form is known as "Dikir Barat".

(v) Musical Instruments

Musical instruments played in Kelantan include the rebana besar (big drum), the rebana ubi, the violin-like rebab, the gendang (a double-headed drum) and the tetawak (a gong), in addition to a whole host of percussion musical instruments.

3.4.3 Social Customs

(i) Dress

This is one of the few states in Malaysia, in which will be seen traditional forms of dressing everyday. Ladies wear the traditional Baju Kurung which consists of a loose fitting blouse and a Sarung or the Baju Kebaya, which consists of a tight fitting blouse and a Sarung. They also cover their heads in the Islamic tradition with tudungs.

Older ladies may wear head scarves instead, and are well-known for wearing gold bangles as these used to represent, at least in the past, their only measure of wealth besides the land and the animals they owned. The men tend to wear the traditional Baju (loose shirt top) with Seluar (long pants) and a Sarung wrapped around their midriff. All three of these garments are made of a fine, light coloured

material, suitable for the prevailing weather. In Kelantan particularly, men are more likely to wear Serban (turbans) to cover their heads rather than Songkoks (Malay headwear similar to the fez of Middle Eastern origins, but smaller and black in colour). These Serbans are plain coloured and are not ostentatious. Some Malays (and Muslims from other races) may wear a white Topi (cloth cap) on their head. Usually, these are worn by Muslims who have made the pilgrimage to Holy Mecca. A more elaborate form of head dress worn by the Malays is the Tanjak or Tengkolok. These are worn during ceremonial or Royal Occasions.

(ii) Customs

Social organisation in the State is based on the Adat Temengging, which is patrilineal in form. Other traditions and customs include the Adat Resam, which governs births, deaths, engagements, marriages and other major events in life, whilst the Adat Istiadat Di-Raja are the customs and traditions which govern conduct at the Royal Court.

(iii) Marriage

Malay marriages are based on Islamic laws, with elements from the pre-Islamic past such as the "Bersanding Ceremony", where the couple are treated as royals for a day, and the dyeing of fingers, which is an old Malay tradition.

(iv) Traditional Games and Pastimes

Kite-flying is hugely popular here, not only among the boys but also the men. The most popular kite, or "wau", is the moon kite, so named because of its crescent-shaped tail. Competitions are regularly held, and the winners are judged not only on how the kite flies, but also on the shape, colour and ornamentation, as well as on the grace with which the kite can be manoeuvred.

Top-spinning in Kelantan is basically an adult affair. Contests are held between pairs of men to determine how long one's top, or "gasing", can spin. After the initial throw of the spin, it is expertly transferred to a stand, where it is left spinning until it stops.

Finally, there is the traditional pastime of rearing birds for their singing prowess, and then entering them in bird singing contests. This pastime is popular in the northern States as a whole. The bird normally used for this purpose in Kelantan is the merbok. Bull-fighting, which used to be a very popular pastime in Kelantan during the past, is now banned.

3.5 Analysis of Tourism Resources

Analysis of tourism resources is necessary as it will help planners to identify the potential touristic areas or sites for development or improving existing sites for visitors consumption. A core tourism resources, for example has the ability to attract huge number of visitors. Their iconic status plus other supporting tourism resources in the vicinity can improve the destination's image thus making it favorable to visit. This will indirectly help in the design of tourism corridors in the study area.

3.5.1 Tourism Resources Evaluation

The market appeal model was used to evaluate the tourism resources. The model has 6 components, where each of the components is subdivided into sections or subcomponents for evaluation. The evaluation process was based on a set of criteria assigned to each sub-component, where each sub-component were rated using a 5-point scoring scale (similar to Likert Scale). The assignment of a zero value indicates the absence of some element. The maximum points are 80 and the points for each tourism resources were converted to percentage scale (100%) for convenience in interpreting the data. A three-grade system was used to categorise the tourism resources. Please refer to Table 3.1 and 3.2.

Table 3.1: Tourism Resource Evaluation Using Market Appeal Model

COMPONENTS	SUB-COMPONENTS		RANKING GRADES	INDICATOR	EVALUATION CRITERIA
Tourism Resources	Ambience and Setting		4-5 2-3 0-1	Good Adequate Poor	- Has historical/natural ambience and well-maintained original physical setting - Historical/natural ambiances are fading and original physical settings are being modified. - Historical/natural ambiances are lost and original physical settings are not preserved.
	Well-known		4-5 2-3 0-1	Yes Somewhat No	- Well known internationally (Listed in Tourism Malaysia (Kelantan) brochure & international travel magazine) - Well known nationally (Listed in Tourism Malaysia (Kelantan) brochure. - Well known locally (Not listed in Tourism Malaysia (Kelantan) brochure.
	Educational		4-5 2-3 0-1	High Medium Low	- The product has high educational value - The product has medium educational value - The product has low educational value
	Complementing other tourism product		4-5 2-3 0-1	Yes Has potential No	- Complements other tourism product in the area (i.e in terms of history and type of attractions) - Somewhat complements other tourism product in the area (i.e in terms of history and type of attractions) - Does not complements other tourism product in the area (i.e in terms of history and type of attractions)
	Cultural	Historical value (monuments, buildings,shrines, etc)	4-5 2-3 0-1	High Medium Low	- High historical value. Associated /used by well-known people as place to hold significant events - Moderate historical value. Associated/used well by known people - Low historical value. Rarely associated/used by well known people
		Social value (customs,beliefs, etc)	4-5 2-3 0-1	High Medium Low	- High social value. The social value are very significant to the society - Moderate social value. Associated/used by well known people. - Low historical value
		Aesthetic Value (including architecture)	4-5 2-3 0-1	High Medium Low	- Rich in aesthetic and architecture value. - Moderate aesthetic and architecture aesthetic value - Low aesthetic and architecture value
		Rarity of the assets type	4-5 2-3 0-1	Unique Less Common Common	- The asset's type is rare in Malaysia - The asset's type is less common in Malaysia

	Natural				• The asset's type is very common in Malaysia
		Forest/parks	4-5 2-3 0-1	Good Adequate Poor	• Protected/gazetted as forest reserve/recreation forest and maintained/conserved • Not protected/gazetted but maintained/conserved • Not protected/gazetted and maintained/conserved
		Animal (any living creature that is not a plant i.e bird,insect,fish,etc)	4-5 2-3 0-1	Good Adequate Poor	• More than 3 types/species of animals are present at the site • 2-3 type/species of animals are present at the site • At least one type/species of animal at the site
		Trails equipped with interpretation services (i.e signs,brochure,guide,information panels, maps,etc)	4-5 2-3 0-1	Good Adequate Poor	• Trails equipped with more than 3 types of interpretation services • Trails equipped with 2-3 types of interpretation services • Trails equipped with at least one type of interpretation services
		Rarity of the asset's type	4-5 2-3 0-1	Unique Less Common Common	• The asset's type is rare in Malaysia • The asset's type is less common in Malaysia • The asset's type is very common in Malaysia
Accessibility	Distance (traveling time)		4-5 2-3 0-1	High Medium Low	• < 20 minutes drive from main visitors area e.g Taiping • 20-1 hour drive from main visitors area e.g Taiping • > 1 hour drive from main visitors area e.g Taiping
	Convenience use of public transport		4-5 2-3 0-1	High Medium Low	• High accessibility via all public transport services • Reasonably accessible via public transport services • Limited to taxi service only
	Access to asset's feature		4-5 2-3 0-1	High Medium Low	• Access to all features • Not all asset's features are accessible • Very limited access to features (upon written request approval)
Facilities	Infrastructure/amenities condition (e.g washroom,parking,pathways, refreshment, Interpretation,etc)		4-5 2-3 0-1	Good Adequate Poor	• All facilities are in good condition • Some facilities are in poor condition • Most of the facilities are in poor condition
	Recreational Activities		4-5 2-3 0-1	Good Adequate Poor	• More than two recreational activities provided • At least one recreational activity provided • No recreational activity offered

Peripheral Attractions	Importance of the attraction (s) close to the site	4-5 2-3 0-1	High Medium Low	• International icon (Listed in tourism Malaysia Kelantan • Nationally (Listed in Tourism Malaysia (Kelantan) brochure. • Locally (Not listed in Tourism Malaysia (Kelantan) brochure.
	Number of attractions close to the site (walking distance)	4-5 2-3 0-1	High Medium Low	• More than 3 attractions close to the site • 2-3 attractions close to the site • One attractions close to the site
Customer Service	Service delivery in providing information to visitors	4-5 2-3 0-1	High Medium Low	• Personnel giving accurate and prompt information • Personnel are indecisive and slow in giving information • No personnel available for this service

Note: A 'O' score will be given to the sub-components that is not present in a particular site.

Source: Gunn,1994; McKercher and DuCross ,2002; Deng et al. 2002; Li and Po,2004;Smith,1995.

Table 3.2: Tourism Resource Grades

Grades (%)	Rank
80-100	Primary Tourism Resource
60-79	Supporting Tourism Resource
< 59	Complementary Tourism Resource

Table 3.3: Tourism Resource Evaluation in Kelantan Darul Naim

Attractions	Percentage (%)	Category
Pasar Siti Khadijah	81.3	Primary
Bazaar Buluh Kubu	68.8	Supporting
Jalan Temenggong	75.0	Supporting
Arked Beli Belah MPKB	70.0	Supporting
Pengkalan Kubur Free Duty Zone	68.8	Supporting
Rantau Panjang	76.3	Supporting
Istana Batu (Royal Museum)	88.8	Primary
Istana Balai Besar	85.0	Primary
Islamic Museum	86.3	Primary
Istana Jahar (Jahar Palace)	91.3	Primary
State Museum	86.3	Primary
Merdeka Square	87.5	Primary
Handicraft Village and Craft Museum	78.8	Supporting
Gelanggang Seni	83.8	Primary
Batik Painting(PCB area)	83.8	Primary
Wood Carving(PCB area)	83.8	Primary
Silver Craft (Kg Marak, Kg Sireh)	83.8	Primary
Songket Weaving (Kg Penambang)	83.8	Primary
Penambang Fishing Village	76.5	Supporting
Masjid Negeri ‘Masjid Muhammadi’	87.5	Primary
Makam Raja Abdullah (Padang Halban)	63.8	Supporting
Buddha Wat	82.5	Primary
Jambatan Sultan Yahya	62.5	Supporting
Pantai Cahaya Bulan, Kota Bharu	66.3	Supporting
Pantai Sri Tujuh, Tumpat	61.3	Supporting
Pantai Irama, Bachok	61.3	Supporting
Pantai Sabak, Bachok	61.3	Supporting
Lata Hujan, Tanah Merah	54.7	Complementary
Pantai Bisikan Bayu, Pasir Putih	60.0	Complementary
Tok Bali, Machang	57.5	Complementary
Jeram Linang, Bachang	54.7	Complementary
Hutan Lipur Bukit Bakar, Machang	71.3	Supporting
Tasik Pergau, Jeli	57.9	Complementary
Lata Rek, Kuala Krai	54.7	Complementary
Kuala Krai Mini Zoo & Bird Park	70.5	Supporting
Taman Tasik Kuala Krai	64.2	Supporting
Kuala Krai Steps	71.3	Supporting
Ethonobotany Park, Gua Musang	73.7	Supporting
Gunung Stong State Park	81.3	Primary
Sungai Nenggiri	83.8	Primary
Gua Chawan	80.0	Supporting
Kuala Koh National Park	81.3	Primary
Gua Ikan	80.0	Supporting
Gua Musang	76.5	Supporting
Ancient Locomotive Engine	57.5	Complementary
ChingTai Kong Temple, Kg Pulai	75.0	Supporting

Source: Field Survey, 2007

3.6 Tourism Infrastructure

3.6.1 Transportation Network

Overall, the study area has a good transportation network. It is accessible either by road or rail network from major tourism hubs such as Kuala Lumpur, Penang, Johor and Singapore. Kota Bharu the capital city of Kelantan is also acts as the termination point of the east coast highway and become the gateway to Thailand. It is roughly 170 kilometers from Kuala Terengganu, 370 kilometers from Kuantan and 480 kilometers from Kuala Lumpur. For those who want to travel into the outlying districts, there are express buses and taxis available.

Table 3.6.1: Travel Distance to Kelantan from Major Towns in Malaysia

Town	Route	Distance	Travel Time
1. Kuala Lumpur	Kuala Lumpur - Lebuhraya Karak - Bentong - Raub - Kuala Lipis - Merapoh - Gua Musang-Kota Bharu	524 km	8 hours
2. Singapura	Singapura - Johor Bahru (Lebuhraya Utara Selatan) - MRR2 - Lebuhraya Karak - Bentong - Raub - Kuala Lipis - Gua Musang	1080 km	11 ½ hours
3. Johor Bahru	Johor Bahru (Lebuhraya Utara Selatan) - MRR2 - Lebuhraya Karak - Bentong - Raub - Kuala Lipis - Gua Musang-Kota Bharu	1060 km	11 hours
4. Kota Bharu	Kota Bharu - Machang - Kuala Krai - Gua Musang- Kota Bharu	488 km	5 hours
5. Kuantan	Kuantan - Temerloh - Jerantut - Benta - Gua Musang- Kota Bharu	630 km	8 ½ hours
6. Pulau Pinang	Pulau Pinang - Sungai Petani - Lebuhraya Timur Barat (Grik) - Jeli - Gua Musang-Kota Bharu	700 km	9 hours

Sources: JUPEM,2007.



Map 3.6.1: The Major Road Network in Kelantan

Table 3.6.2: Public Transport to Kelantan Darul Naim

Type of Services	Destination	Travelling Time
Bus Services 	<u>From Kuala Lumpur (Putra Station)</u> Depart KL-Gua Musang-Tanah Merah-Pasir Mas-Kota Bharu	8 hours
	<u>From Penang (Butterworth Station)</u> Depart Butterworth-Sg. Petani-Baling-Grik-East West Highway- Jeli-Kota Bharu	8 hours

	<u>From Kuantan</u> Depart Kemaman-Dungun-Marang-Kuala Terengganu- Penarik- Pasir Putih- Kota Bharu	4-5 hours
	<u>From Johor Bahru (Terminal Larkin)</u> Depart Johor Bahru- Segamat-Kuala Pilah-Karak-Gua Musang-Kota Bharu	12 hours
Domestic Airlines 	<u>From Kuala Lumpur (Kuala Lumpur International Airport (KLIA))</u> Depart KLIA- Sultan Ismail Petra Airport (Malaysia Airlines operates 5 times a day) (Air Asia operates 4 times a day)	1 hour
	<u>From Penang (Penang International Airport)</u> Depart PIA-Connecting flight KLIA-Kota Bharu	
	<u>Kuantan</u> Depart Kuantan-Connecting flight KLIA-Kota Bharu	
	<u>Johor Bahru (Sultan Ismail International Airport)</u> Depart Senai-Connecting flight KLIA-Kota Bharu	
Train Services 	Depart Kuala Lumpur-Seremban-Gemas-Jerantut-Kuala Lipis-Gua Musang-Kuala Krai-Tanah Merah-Pasir Mas-Kota Bharu (Please refer Appendix C for the train time table)	12 hours

Source: Tourism Malaysia Kelantan, 2007

3.6.2 Accommodation

The study area has variety type of accommodation. However, the level and quality of accommodation is limited to 3 star accommodations and below. Most of the accommodation is concentrated in Kota Bharu and Gua Musang. Other districts, on the other hand have limited accommodation choices. The following are the accommodation categories found in the study area:-

- Hotel/motel-users are visitors who seek comfortable and reasonably priced accommodation.
- Chalets- users are visitors who seek budget accommodation and prepared to receive modest services.

- Homestay- users are visitors who seek cultural experience and are often foreign tourist
- Camping- a popular form of accommodation for those who participate in the adventure tour in southern region of Kelantan.

(Please refer to Appendix C for the list of accommodation in Kelantan)

3.6.3 Travel Agency

There are many travel agencies in the study area and most of them are stationed in Kota Bharu and Gua Musang while only few of them are in other districts. (Refer Appendix D). These travel agencies offer variety of services ranging from hotel accommodation to flight bookings and outbound packages to car rental. Although most of them are inbound agencies, none of them are actually offering tour package that let the tourist explore the nature and culture tourism products in Kelantan.

3.6.4 Shopping And Amenities

The availability of good quality shopping outlets and amenities will help the destination to improve its services to visitors. Kota Bharu as administrative centre of Kelantan offers range of shopping outlets and amenities for local residence and visitors alike. Shopping amenities are however lacking in remote places especially at the southern region of Kelantan such as Dabong, Jeli and Gua Musang.

3.6.5 Facilities

Tourist facilities are an important element to the quality of the tourist experience. The absence or inadequacy of simple and basic need at the destinations will make tourism rarely succeeds because it will spoil the enjoyment of visitors. In the study area, the provisions of basic facilities are

of different quality levels. Table 4.2 shows the basic facilities and quality levels of tourism facilities in the study area.

Table 3.6.3: Basic Facilities Provision at Tourism Sites in Kelantan

Attractions	Available Facilities			
	Public Toilet	Car Park	Signboard	Food Outlet/stall
• Kelantan's Central Market		✓	✓	✓
• Bazaar Buluh Kubu	✓	✓	✓	✓
• Jalan Temenggong			✓	
• Arked Beli Belah MPKB	✓	✓	✓	✓
• Pengkalan Kubor Free Duty Zone	✓	✓	✓	✓
• Rantau Panjang	✓	✓	✓	✓
• Istana Batu (Royal Museum)	✓	✓	✓	
• Istana Balai Besar	✓	✓	✓	
• Islamic Museum	✓	✓	✓	
• Istana Jahar (Jahar Palace)	✓	✓	✓	
• State Museum	✓		✓	
• Merdeka Square			✓	
• Handicraft Village and Craft Museum	✓	✓	✓	
• Gelanggang Seni	✓	✓	✓	✓
• Masjid Negeri 'Masjid Muhammadi'	✓	✓	✓	
• Makam Raja Abdullah (Padang Halban)			✓	
• Buddha Wat	✓	✓	✓	✓
• Jambatan Sultan Yahya			✓	
• Pantai Cahaya Bulan, Kota Bharu	✓	✓	✓	✓
• Pantai Sri Tujuh, Tumpat	✓	✓	✓	✓
• Pantai Irama, Bachok	✓	✓	✓	✓
• Pantai Sabak, Bachok	✓	✓	✓	✓
• Lata Hujan, Tanah Merah	✓	✓	✓	✓
• Pantai Bisikan Bayu, Pasir Putih	✓	✓	✓	✓
• Tok Bali, Machang			✓	✓
• Jeram Linang, Machang	✓	✓	✓	✓
• Hutan Lipur Bukit Bakar, Machang	✓	✓	✓	✓
• Tasik Pergau, Jeli	✓	✓	✓	✓
• Lata Rek, Kuala Krai	✓	✓	✓	✓

• Kuala Krai Mini Zoo & Bird Park	✓	✓	✓	
• Taman Tasik,Kuala Krai	✓	✓	✓	
• Kuala Krai Steps	✓	✓	✓	✓
• Ethnobotani Park,Gua Musang	✓	✓	✓	
• Gunung Stong State Park	✓	✓	✓	✓

In conclusion, the tourism infrastructure in study area is reasonably good. However, improvements should be made namely on directional signs, orientation and interpretation signage to ensure better self-navigation and ease of travel in the proposed tourism corridor. It is generally accepted that any future infrastructure developments should ensure that the needs of visitor and the local people are met. For example, providing better accessibility throughout the study area not only improves the access for visitors but will also make differences to the day-to-day lives of the local people.



Source : Tourism Malaysia, 2007

Map 3.6.2: Tourism Spots in Kelantan Darul Naim



CHAPTER 4

TOURISM DEMAND

CHAPTER IV

ANALYSIS OF TOURISM DEMAND

4.1 Introduction

The analysis of the tourism demand is aimed at identifying the types of visitors, their expectations and trip behaviours during their visit to Kelantan. The purpose of this analysis is to identify the different market segments, present travel pattern and willingness to travel at the cultural or nature zone in the state.

A self-administered questionnaire (in Bahasa Melayu and English) for the visitors was designed. (See Appendix A1- A2). It is divided into six parts. The first part of the questionnaire includes socio-demographic information about the respondents. The second part contains the information pertaining the respondent's trips characteristics. The following part consisted of statements about the tourism resources in Kelantan; especially the nature and culture tourism products where respondents were asked to rate their satisfaction pertaining the tourism resources. While the last part of the questionnaire contains information concerning respondents responds to travel guide books. The visitor's questionnaires were distributed in Kota Bharu and Bandar Gua Musang. Out of 200 questionnaires that have been distributed, 173 of it were regarded as complete or useful for analysis. The following sub-section presents the findings of the survey.

4.2 Visitor's Profile

It is found that the male tourist is equal to the female tourist in the study area, whether for the domestic or foreign visitors. Most of the respondent, including the domestic and the foreigner, fall under the 20-29 years old group (62.0%) and most of them have universities educational background with 62.1%. More than half of them, which brings out 65.3% are still single while the rest is married. Most of the domestic tourist came from Kelantan (63.2%) while for the foreign tourist; most of them are from Europe (79.0%) while the rest came from east and west Asia, America, Africa and Oceania.

Table 4.1: Visitors/Respondents Profile

Respondents Profile	Element	Percentage (%)	
		Domestic Tourist	Foreign Tourist
Gender	- Male	46.9	53.1
	- Female	53.1	46.9
Age group	- < 20 years old	16.3	8.6
	- 20-29 years old	48.0	59.3
	- 30-39 years old	15.3	21.0
	- 40-49 years old	14.3	4.9
	- >50 years old	6.1	6.1
Education Background	- No Formal Education	8.2	8.6
	- Primary school	3.1	1.2
	- Secondary school	48.0	23.5
	- University	40.8	66.7
Annual Income	- RM/USD <9,999	28.6	22.2
	- RM/USD 10,000-29,999	29.6	23.5
	- RM/USD 30,000-49,999	9.2	17.3
	- RM/USD 50,000-89,999	2.0	9.9
	- RM/USD 90,000 >	-	3.7
	- Others	30.6	23.5
	- Others		

Marital Status	- Married	52.0	36.0
	- Single	48.0	65.0
Origin	- Within Kelantan	63.2	
		36.8	
	- Outside Kelantan		79.0
			4.9
	- Europe		4.9
	- East Asia		6.2
	- West Asia		1.2
	- America		3.7
	- Africa		
	- Oceania		

Sources: Field Survey, 2007

4.3 Visitor Trip Motivation & Characteristics

According to Table 5.2 that has been provided, it is shows that majority of the domestic tourist (44.9%) stay 1 day in the study area as well as the foreign tourist (43.2%). For the main purpose of the trip, 31.6 % of the local tourist said that they come to the study area to visit their friend and relatives while for the foreign tourist, many of them visit the study area for vacation purposes. Most of the local tourist (72.4%) chose private transport to come to the study area as well as the foreign tourist (65.4%). For the type of accommodation, most of the local tourist (36.7%) stays at their friends/relatives house during the trip while 69.1 % of the foreign tourist stays at budget hotel. Word of mouth referrals (46.9%) were the main source of information of domestic tourist to know about the study area while the internet/web site (44.4%) was the main reference to the foreign tourist.

Table 4.2: Motivation & Characteristics of Visitors to Study Area.

Description	Elements	Percentage (%)	
		Domestic Tourist	Foreign Tourist
Length of Stay	- 1 day	44.9	43.2
	- 2 days 1 night	23.5	17.3

	- 3 days 2 nights	9.2	18.5
	- > 3 days	8.2	21.0
Main purpose of trip	- Visit friend/relative	31.6	3.7
	- Educational/research	3.1	1.2
	- Meeting/seminar	5.1	1.2
	- Vacation	12.2	11.1
	- Spiritual activities	-	-
	- Others	13.3	-
	- None of above	14.3	
Mode of transportation	- Public Transport	19.3	22.2
	- Private Transport	72.4	65.4
	- Tourist Bus	5.1	6.1
	- Other	3.0	6.1
Type of Accommodation	- Budget hotel	10.2	69.1
	- Hotel	13.2	6.1
	- Friends/relatives house	36.7	1.2
	- Chalet	12.2	2.4
	- Camp	7.1	0.0
	- Others	20.4	20.9
Source of Information	- Internet/web site	13.2	44.4
	- Tourism Agency	6.1	9.8
	- Friends/relatives	46.9	9.8
	- Publication sources	4.0	39.5
	eg;book,magazines	7.1	9.8
	- Tourism Malaysia	19.3	8.6
	- Others		

Sources: Field Survey, 2007

4.4 Visitor Experience

The question regarding the visitor's experience is important in this study in order to know to most visited places by the tourist. From the results of the analysis that have been done, the ranking of most visited places can be identified.

Table 4.3: Places Visited by the Respondents in the Study Area

Places Visited	Percentage (%)	
	Domestic Tourist	Foreign Tourist
- Pasar Siti Khadijah	58.1	38.4
- Bazaar Buluh Kubu	1.0	8.4
- Jalan Temenggong	7.1	6.0
- Arked Beli Belah MPKB	14.3	32.4
- Pengkalan Kubor Free Duty Zone	0.0	2.4
- Rantau Panjang	0.0	0.0
- Istana Batu (Royal Museum)	13.3	0.0
- Istana Balai Besar	33.7	10.8
- Islamic Museum	22.4	1.2
- Istana Jahar (Jahar Palace)	3.1	1.2
- State Museum	5.1	1.2
- Merdeka Square	1.0	0.0
- Handicraft Village and Craft Museum	8.2	1.2
- Gelanggang Seni	5.1	0.0
- Masjid Negeri 'Masjid Muhammadi'	3.1	0.0
- Makam Raja Abdullah	0.0	0.0
- Buddha Wat	2.0	0.0
- Jambatan Sultan Yahya	3.0	0.0
- Pantai Cahaya Bulan,	11.2	8.4
- Pantai Sri Tujuh, Tumpat	58.1	38.4
- Pantai Irama, Bachok	1.0	8.4
- Pantai Sabak, Bachok	7.1	6.0
- Lata Hujan, Tanah Merah	14.3	32.4
- Pantai Bisikan Bayu, Pasir Putih	0.0	2.4
- Tok Bali, Machang	0.0	0.0
- Jeram Linang, Machang	13.3	0.0
- Hutan Lipur Bukit Bakar, Machang	33.7	10.8
- Tasik Pergau, Jeli	22.4	1.2
- Lata Rek, Kuala Krai	3.1	1.2
- Kuala Krai Mini Zoo & Bird Park	5.1	1.2
- Taman Tasik, Kuala Krai	1.0	0.0
- Kuala Krai Steps	8.2	1.2
- Gua Musang	5.1	0.0
- Sungai Nenggiri	3.1	0.0
- Gua Madu	0.0	0.0
- Taman Negara Kuala Koh	2.0	0.0
- Gunung Rabong	3.0	0.0
- Tokong Zui Gek Keng	11.2	8.4
- Taman Etnobotani	58.1	38.4
- Gunung Stong	1.0	8.4

- Air Terjun Jelawang	7.1	6.0
- Gua Ikan	14.3	32.4
- Air Terjun Lata Beringin	0.0	2.4
- Gunung Ayam	0.0	0.0
- Air Terjun Lata Rek	13.3	0.0
- Pusat Konservasi Hidupan Liar	33.7	10.8
- Air Panas Batu 14	22.4	1.2
- Homestay Bukit Jering	3.1	1.2
- Homestay Blok Ulu Kursial	5.1	1.2
- Homestay Kg.Renok Baru	1.0	0.0
- Others	8.2	1.2

Sources: Field Survey, 2007

4.4 Visitor Satisfaction and Opinion

The question regarding the visitor's satisfaction and opinion is also important in this study in order to propose improvement that should be taken to upgrade the tourism area. Most visitors said that the transport network is either neutral or good, and most of them agreed that the cleanliness is only neutral. Both local and foreign visitors said that most of the public facilities provided in the study area are in neutral condition. They should be upgraded, maintained and improved continuously in order to satisfy the visitors and also to succeed in tourism industry. As for the remote area such as in southern region of Kelantan such as Gua Musang, Jeli or Kuala Krai, local residents should be reminded about the importance of the cleanliness, not only for the sake of healthy living but also for the good image in tourism industry.

Table 4.4: Visitors satisfaction Level in the Study Area

Description	Element	Percentage (%)	
		Domestic Tourist	Foreigner Tourist
Transportation Network	- Very poor	1.0	2.4
	- Poor	9.1	12.3
	- Neutral	5.0	32.4
	- Good	28.5	14.4

	- Very good	4.0	3.6
Cleanliness	- Very poor	0.0	3.6
	- Poor	12.2	9.6
	- Neutral	53.0	43.2
	- Good	20.4	15.6
	- Very good	12.2	8.4
Landscape	- Very poor	1.0	1.2
	- Poor	11.2	6.0
	- Neutral	32.6	28.8
	- Good	31.6	27.6
	- Very good	13.3	20.4
Public Facilities	- Very poor	3.1	1.2
	- Poor	16.3	20.4
	- Neutral	47.0	61.2
	- Good	16.3	10.8
	- Very good	5.1	3.6
Food	- Very poor	0.0	0.0
	- Poor	9.2	9.6
	- Neutral	35.7	75.6
	- Good	33.7	1.2
	- Very good	8.2	10.8
Tourist Guide	- Very poor	2.0	1.2
	- Poor	11.2	1.2
	- Neutral	28.5	36.0
	- Good	25.5	8.4
	- Very good	4.0	12.3
Attractions	- Very poor	1.0	3.6
	- Poor	8.16	1.2
	- Neutral	36.7	38.4
	- Good	30.6	21.6
	- Very good	12.2	7.2
Tourist Information Centre	- Very poor	7.1	21.6
	- Poor	13.3	8.4
	- Neutral	30.6	38.4
	- Good	21.4	9.6
	- Very good	7.1	13.2

Sources: Field Survey, 2007



CHAPTER 5

MARKETING AND PROMOTION

CHAPTER V

MARKETING & PROMOTION

5.1 Introduction

Marketing and promotional activities are very important for destinations to survive in the competitive tourism market. Overall, the promotional activities in the study area are heavily aimed at promoting Kota Bharu as a cultural centre while other attractions in the remote areas are being abandoned. Web based and printed material such as brochures are main promotional tools used to promote the study area. Besides Kelantan State Tourism Council (MTPN) and Tourism Malaysia Kelantan, other government agencies such are also involved in promoting their tourism products respectively. Marketing is a broad subject which covers the four keys decision areas which is product, price, place and promotion. This section however, will only cover two components in the area which is tour packages and promotional programs designed to promote the study area.

5.2 Tour Packages

Most tour packages are sold to potential customer outside the designation area. Therefore, to conduct the analysis of tour packages to the study area, tour itineraries from major tour operator and travel agencies located in main tourism hub such as Kuala Lumpur, Penang and Singapore

will be gathered. In addition, tour itineraries from major tour operators and travel agencies located in smaller tourism hubs like Ipoh and Melaka will also be analysed. The objectives of analyzing the tour packages are:-

- To determine the places visited in the study area.
- To find out the activities undertaken during the tour
- To ascertain the length of the tour in the study area
- To identify the type of visitors that used the tour

5.3 Promotion Programs

Printed materials such as brochures or leaflets are the most common promotional tools used in the study area. These ‘information packed’ gadgets are easily available from the visitor information centre, hotels or at the attraction information counter. While web-based promotion is also becoming popular where most of the attractions are having their own websites.

The analysis of promotional program or tools to promote the study area will focus on the effectiveness of the existing promotional activities in communicating to specific market segments such as the youth travel market, eco-tourist, cultural visitors and the general mass visitors. The following promotional mix program will be analysed;

- Promotional activities by relevant agencies
- The information and attractions cited in the promotional activities

Referring to the visitors survey, the single most frequent used information sources to plan the trip to the study area is word-of-mouth. The promotional activities indicated in Table 6.1 may have contributed to the results concerning the information sources used by the visitors to plan their trip to the study area.

Table 5.1: Promotional Activities by the Public and Private Sector

Agency	Promotional Activities					
	Brochure/ Pamphlet	Website	Exhibit	Magazine	Newspaper /Articles	Word-of- mouth
MTPN Kelantan						
Tourism Malaysia Kelantan						
Districts Municipal Council						
Museum and Antiquity Department						
Kelantan State Forestry Department						
District Office						
Attractions						
Tour/travel Agencies						
KESEDAR						
Hotels						

Source: Field Survey, 2007



Promotional tools to promote the study area such as website and pamphlet.

The promotional activities by various agencies identified can communicate immensely to target visitors. Judging from the information and images presented using the promotional tools, and the distribution of the promotional material (i.e brochure), the typology of the targeted visitors can be identified. abcmalaysia.com for instance is focusing only the hardcore nature visitor market, identifiable by the activities and the site selected for the tour.

Overall, the image of the study area is strongly related to its past history. Tangible assets which are more than a century old are still present and mainly concentrated in Kota Bharu. On the other hand, southern region of Kelantan is blessed with natural resources.

The creation and promotion of cultural and nature corridors in the study area should improve visitation to those places in the future.



CHAPTER 6

PROPOSED TOURISM CORRIDOR

CHAPTER VI

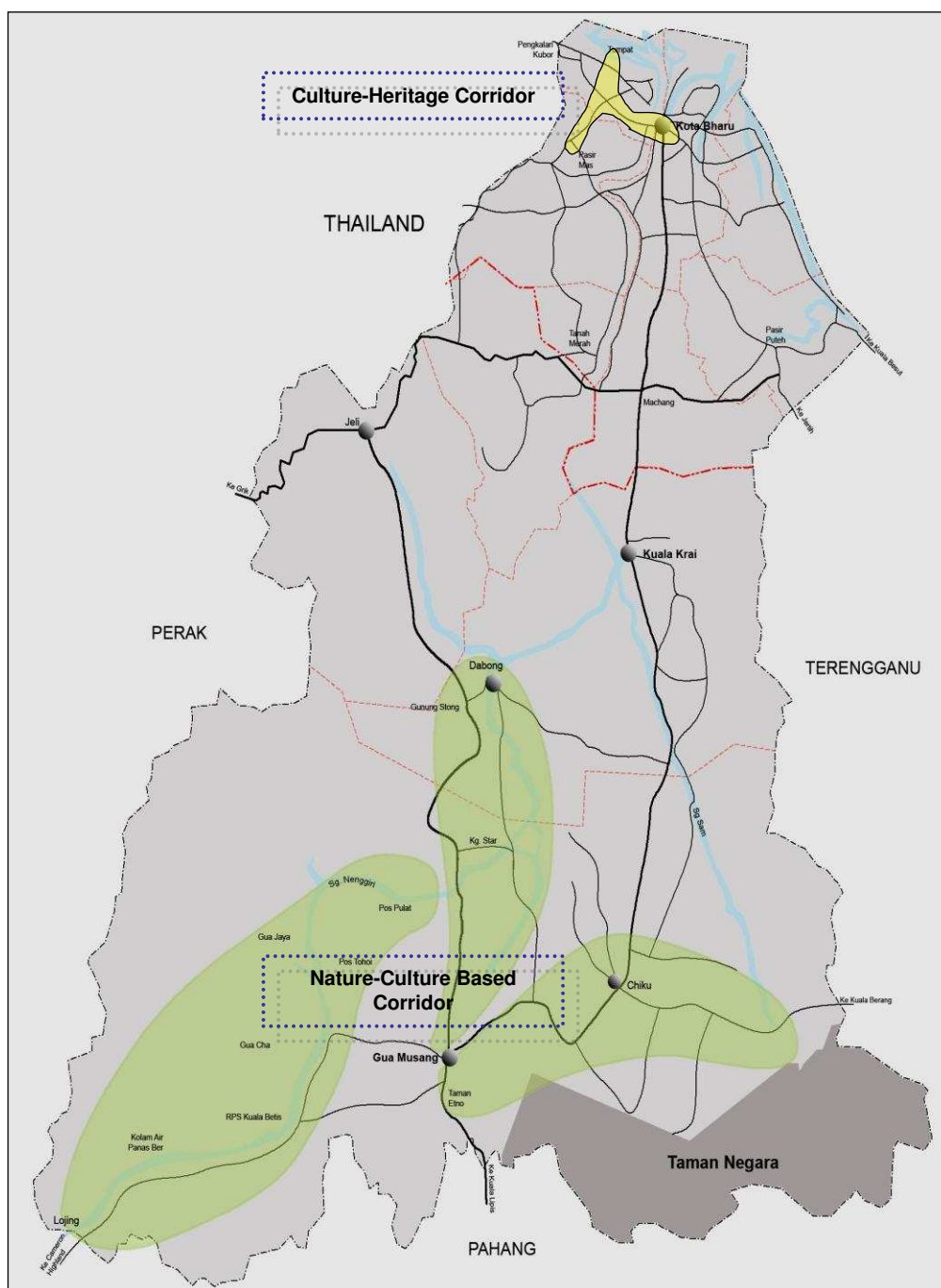
PROPOSED TOURISM CORRIDOR AND VISITORS TRAILS

6.1 Introduction

There are two types of tourism corridors proposed in the study area. First is the nature-adventure tourism corridors, mainly at the Southern Region of Kelantan and the second one is the cultural tourism corridor, basically at the northern part of Kelantan.

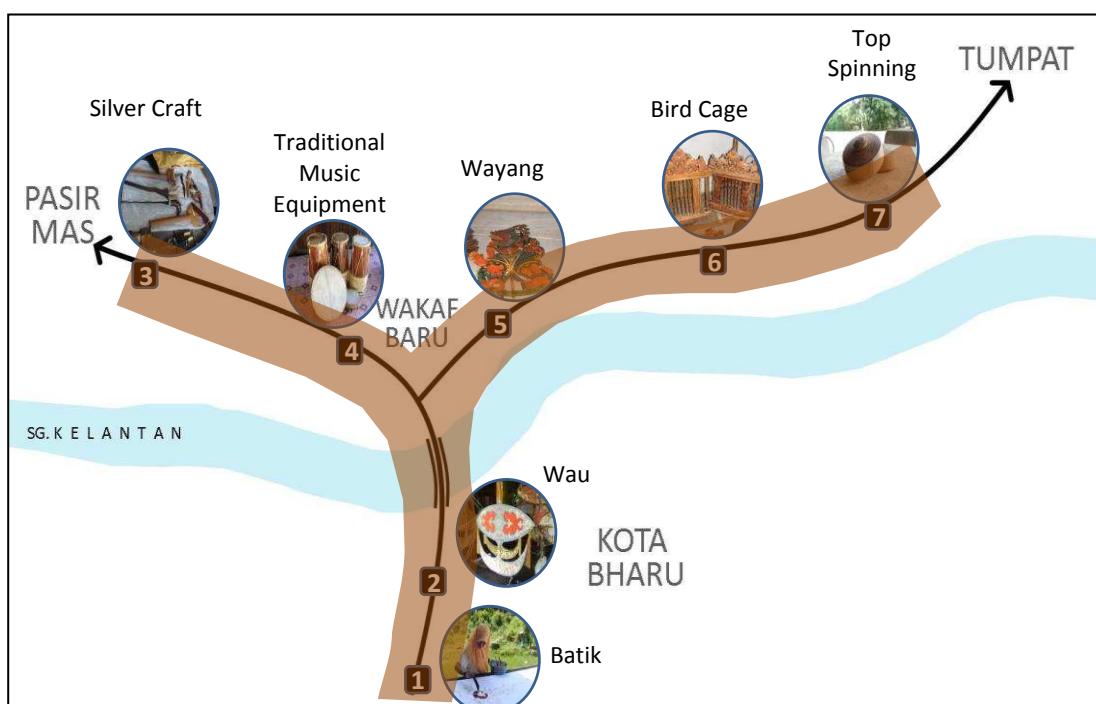


6.2 Proposed Tourism Corridors in Kelantan Darul Naim



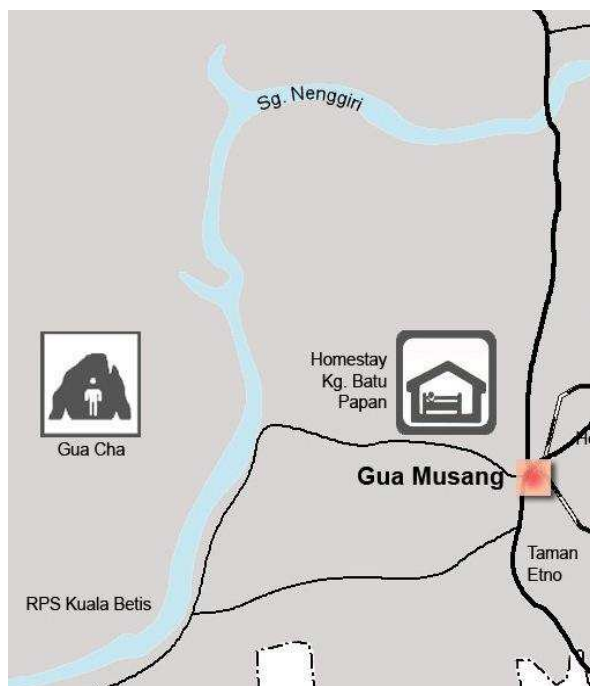
Map 6.1: Proposed Tourism Corridor in Kelantan Darul Naim

6.2.1 Culture-Heritage Corridor



Package 1	
Elements/ Main Product	- Cottage industries products and the making.
Duration of visit	- 1 day
Mode of Transportation	- Public Transport - Tour Bus
Stop Point	- Kg.Putih,Kota Bharu: Rabiah Batik Factory - Pantai Cahaya Bulan : Kite Making - Kg.Morak, Kg.Badang,Kg.Sireh,Pasir Mas: Silver craft - Wakaf Baru,Tumpat: Music Equipment Making - Kg.Laut,Tumpat :Wayang Kulit-the making - Kg.Bunohan,Tumpat: Bird Cage-the making - Kg.Bunohan,Tumpat: Top Spinning-the making
Activities	- Photography - Visiting and learning the making of the heritage arts.

6.2.2 Nature-Based Tourism Corridors



1 Package 1: Nenggiri River Adventure Corridor	
Elements/ Main Product	- Sungai Nenggiri, Aborigines settlements, Gua Cha, Gua Peralin
Distance	- 100 km - Gua Musang to Taman Negeri Gunung Stong (2 hours)
Mode of Transportation	- Car/Lorry/4 wheel Drive
Duration of activities	- Minimum : 3 days 2 nights
Activities	- Water Rafting - Caves exploring - Photography - Educational activities - Visiting and learning the aborigines culture/lifestyle - Visiting the archeology site (the longest man found in Malaysia)

Package 1: Nature-adventure Tourism Corridors at Southern Kelantan Region



2

2 Package 2: Kuala Koh Green Adventure Corridor	
Elements/ Main Product	- Tropical Rainforest (Taman Negara Kuala Koh)
Distance	- 100 km - Gua Musang ke Taman Negara Kuala Koh (2 hours 45 minutes)
Mode of Transportation	- Car/4 wheel Drive - There is no public transportation at all
Staging Point	- Pekan Chiku - Buying of necessary need before entering the jungle
Duration of activities	- Minimum : 2 days 1 night
Activities	- Jungle exploring - Photography - Educational activities - Visiting and learning the aborigines culture/lifestyle - Camping
Others attraction	- Homestay Kg. Renok Baru

Package 2: Nature-adventure Tourism Corridors at Southern Kelantan

3

Package 3: Stong Highland Adventure Corridor	
Elements/ Main Product	- Gunung Stong, Gunung Ayam, Jelawang waterfall
Distance	- 100 km - Gua Musang ke Taman Negeri Gunung Stong (2 hours)
Mode of Transportation	- Car/4 wheel drive - Bus (Stop at Dabong) - Train (Until Dabong station only)
Staging Point	- Pekan Dabong - Buying of necessary need before climbing the mount.
Duration of activities	- Minimum : 3 days 2 nights
Activities	- Mount climbing - Jungle exploring - Photography - Educational activities - Camping - Swimming at the waterfall.

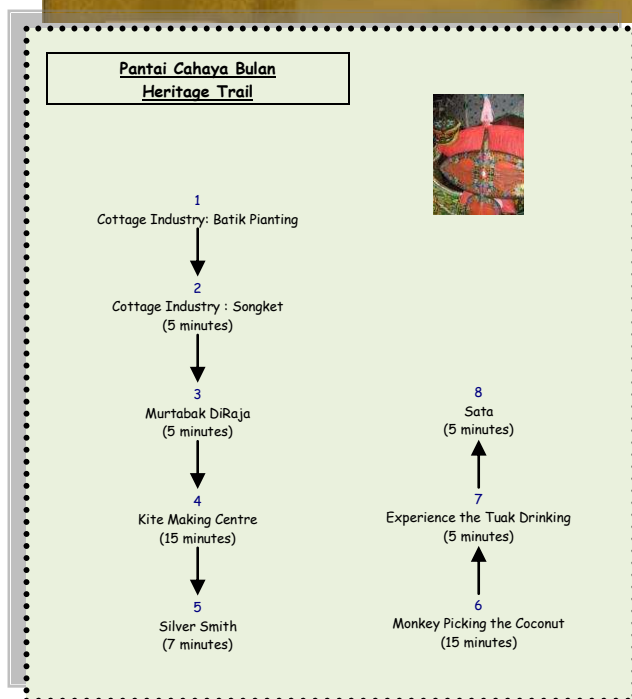
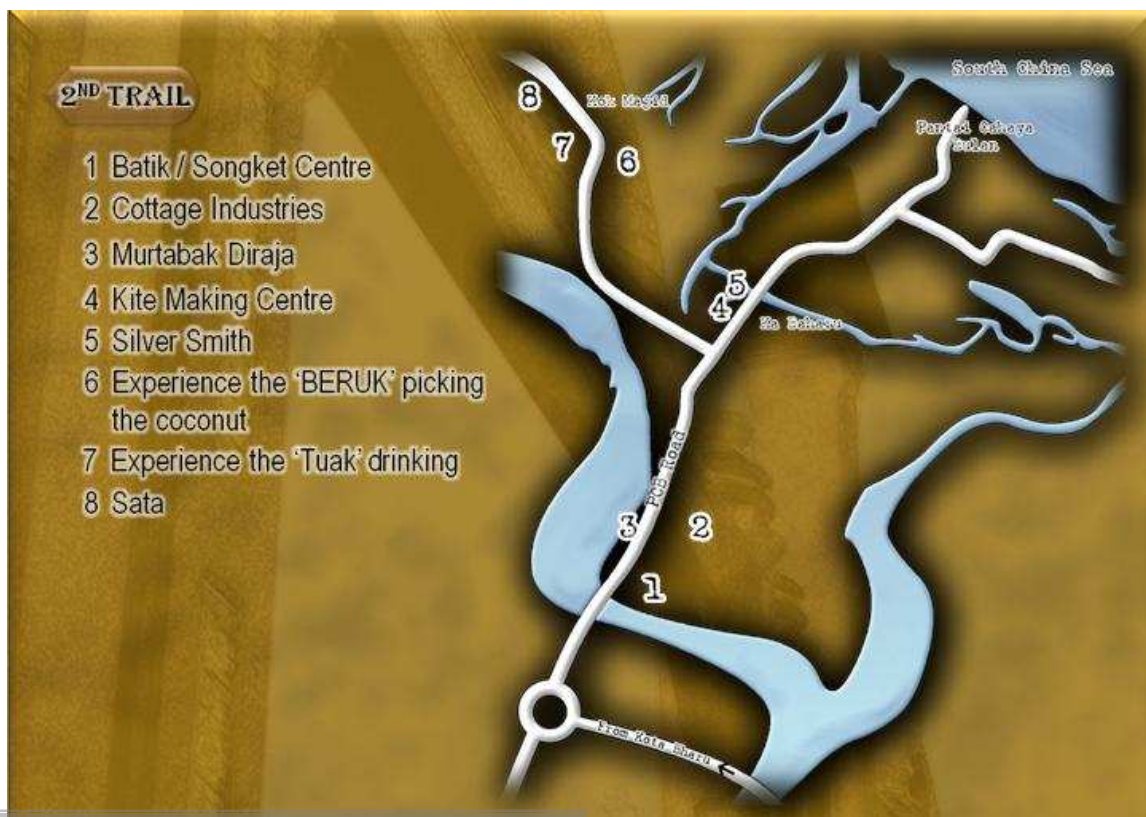


Package 3: Nature-adventure Tourism Corridors at Southern Kelantan

6.3 Proposed Visitors Trails

Visitor trail is an important tool to encourage the movement of visitors within the destination. Compounded by good transportation network, visitor trail has high potential to promote more visitations within the study area. However, the trails should be promoted and improvement made to the directional signs in the study area. In addition, the proposed visitor trails presented below can be duplicated and modified accordingly.

6.3.2 Artisan Trail





CHAPTER 7

CONCLUSION

CHAPTER VII

CONCLUSION

Nature based and cultural corridors appear to be a viable option for spreading development into periphery, but there are number of structural constraints that must be overcome. Problem includes gaining sufficient government support to encourage development beyond the core, developing infrastructure and attracting investors.

The nature and cultural corridors recommended for the study area is hoped to get attention from the stakeholders so that the corridor can be formalized. A formal corridor tends to have cooperation amongst the stakeholders. While true cooperation from the stakeholders can have synergistic effects which is far greater than working alone. Only then, the genuine benefits from tourist can be achieved.

Similarly, the introduction of visitor trails and guidebook can assist in spreading visitors into the periphery. Therefore, visitor trails and guidebook should be created and promoted to the target market.



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APPENDICES



Rekabentuk Pelancongan Koridor Berasaskan Alam Semulajadi dan Budaya: Projek Lapangan di Kelantan Darul Naim

Kajian ini adalah untuk tujuan akademik sahaja. Segala maklumat yang diberikan adalah sulit.

BAHAGIAN A: PROFIL PELANCONG

1. Jantina
☐ Lelaki ☐ Perempuan
2. Umur: tahun
☐ Bawah 20
☐ 20-29
☐ 30-39
☐ 40-49
☐ 50-59
☐ Lebih dari 60
3. Dimanakah anda tinggal?
☐ Pantai Barat Malaysia
(Sila Nyatakan)
☐ Pantai Timur Malaysia
(Sila Nyatakan)
☐ Selatan Malaysia
(Sila Nyatakan)
☐ Utara Malaysia
(Sila Nyatakan)
☐ Sabah
☐ Sarawak
4. Taraf Perkahwinan
☐ Bujang
☐ Berkahwin
5. Pekerjaan
☐ Pelajar
☐ Bekerja Sendiri
☐ Profesional
☐ Pengurus / Eksekutif
☐ Kakitangan Kerajaan
☐ Kerani / Penyelia
☐ Tidak Bekerja
☐ Lain-lain (sila nyatakan)

6. Taraf Pendidikan
☐ Tiada
☐ Sekolah Rendah
☐ Sekolah Menengah
☐ Universiti
☐ Lain-lain (Sila Nyatakan)
.....
7. Anggaran Jumlah Pendapatan Tahunan(RM)
☐ Dibawah 9,999
☐ 10,000 - 29,999
☐ 30,000 - 49,999
☐ 50,000 - 89,999
☐ Lebih daripada 90,000
☐ Lain-lain (Sila Nyatakan)

BAHAGIAN B: TINGKAHLAKU LAWATAN

8. Pertama kali anda ke Kelantan?
☐ Ya ☐ Tidak
9. Jika Ya, sudah berapa kali anda ke Kelantan?
☐ 2
☐ 3
☐ 4
☐ Lebih dari 4
10. Berapa lama anda di Kelantan?
☐ Sehari
☐ 2 hari 1 malam
☐ 3 hari 2 malam
☐ Lebih dari 3 hari
(Sila Nyatakan)
11. Jenis pengangkutan yang digunakan ke Kelantan
☐ Pengangkutan Awam
☐ Pengangkutan Persendirian
☐ Bas Persiaran
☐ Lain-lain
(Sila nyatakan).....

12. Anda melancong ke Kelantan secara
☐ Bersendirian
☐ Berpasangan
☐ Berkumpulan
☐ Dengan keluarga
☐ Pakej lawatan

Jika anda melancong bersama keluarga, sila ke soalan 13

13. Bilangan ahli keluarga yang turut sama mengikuti lawatan ini.
☐ 2
☐ 3
☐ 4
☐ Lebih dari 4 orang

14. Jenis penginapan yang digunakan semasa berada di Kelantan

- ☐
- Hotel Bajet
-
- ☐
- Hotel
-
- ☐
- Menginap di rumah kawan /saudara
-
- ☐
- Chalet
-
- ☐
- Khemah
-
- ☐
- Lain-lain (Sila nyatakan).....

15. Berapakah anggaran perbelanjaan yang anda gunakan semasa melancong di Kelantan

RM.....

16. Destinasi yang dilawati:

Sebelum datang ke Kelantan.....

Selepas datang ke Kelantan:
.....



Rekabentuk Pelancongan Koridor Berasaskan Alam Semulajadi dan Budaya: Projek Lapangan di Kelantan Darul Naim

17. Tujuan utama anda ke Kelantan

- ☐ Aktiviti kembara (adventure activities)
- ☐ Melawat kawan dan saudara
- ☐ Pembelajaran / Penyelidikan
- ☐ Mesyuarat / Seminar
- ☐ Melawat tempat bersejarah
- ☐ Membeli belah

18. Bagaimana anda tahu mengenai Kelantan

- ☐ Melalui Risalah
- ☐ Internet / Website
- ☐ Agensi Pelancongan
- ☐ Kawan atau saudara mara
- ☐ Sumber terbitan (e.g. buku lawatan, artikel, suratkhobar, majalah, etc.)
- ☐ Tourism Malaysia
- ☐ Lain-lain (Sila nyatakan).....

BAHAGIAN C: MOTIVASI PELANCONG

19. Apakah yang menyebabkan anda ke Kelantan ?

- ☐ Melawat tempat bersejarah
- ☐ Membeli belah
- ☐ Alam Semulajadi
- ☐ Sosio budaya Penduduk
- ☐ Aktiviti Rekreasi seperti merentas hutan, Berkhemah dll
- ☐ Cabaran Berakit / Kayak / Kenu
- ☐ Untuk mempelajari sesuatu yang baru
- ☐ Beristirehat
- ☐ Lain-lain (Sila Nyatakan).....

20. Tempat yang anda lawati sepanjang anda berada di Kelantan (Anda boleh pilih lebih dari satu)

- ☐ Pasar Siti Khadijah
- ☐ Bazar Buluh Kubu
- ☐ Jalan Temenggong
- ☐ Arked Beli Belah MPKB
- ☐ Pengkalan Kubor (Bebas Cukai)
- ☐ Rantau Panjang
- ☐ Istana Batu
- ☐ Istana Balai Besar
- ☐ Muzeum Islam
- ☐ Istana Jahar
- ☐ Muzeum Negeri
- ☐ Padang Merdeka
- ☐ Kampung Kraftangan
- ☐ Gelanggang Seni
- ☐ Perusahaan Batik
- ☐ Ukiran Kayu
- ☐ Pandai Besi/Ukiran Besi
- ☐ Tenunan Songket
- ☐ Kampung Nelayan (Kg.Penambang)
- ☐ Masjid Muhammadi
- ☐ Makam Raja Abdullah
- ☐ Buddha Watt
- ☐ Jambatan Sultan Ismail
- ☐ Pantai Cahaya Bulan, Kota Bharu
- ☐ Pantai Sri Tujuh, Tumpat
- ☐ Pantai Irama, Bachok
- ☐ Pantai Sabak, Bachok
- ☐ Lata Hujan, Tanah Merah
- ☐ Pantai Bisikan Bayu, Pasir Putih
- ☐ Tok Bali, Machang
- ☐ Jeram Linang, Bachang
- ☐ Hutan Lipur Bukit Bakar, Machang
- ☐ Gua Musang
- ☐ Sungai Nenggiri
- ☐ Gua Madu
- ☐ Taman Negara Kuala Koh
- ☐ Gunung Rabong

- ☐ Tokong Zui Gek Keng
- ☐ Taman Ethnobotani
- ☐ Gunung Stong
- ☐ Air terjun Jelawang
- ☐ Gua Ikan
- ☐ Air Terjun Lata Beringin
- ☐ Gunung Ayam
- ☐ Air terjun Lata Rek
- ☐ Tasik Pergau
- ☐ Tangga Kuala Krai
- ☐ Mini Zoo & Taman Burung Kuala Krai
- ☐ Taman Tasik Kuala Krai
- ☐ Enjin Lokomotif, Kg Pulau
- ☐ Homestays
- ☐ Lain-lain (Sila nyatakan)

BAHAGIAN D: KEPUASAN PENGUNJUNG

21. Sila tentukan tahap kepuasan anda semasa berada di Kelantan

0 Tidak berkaitan **1** Sangat Lemah **2** Lemah
3 Neutral **4** Baik **5** Sangat Baik

Jaringan Pengangkutan	0	1	2	3	4	5
Kebersihan	0	1	2	3	4	5
Keindahan landskap	0	1	2	3	4	5
Kemudahan Awam	0	1	2	3	4	5
Kemudahan melakukan aktiviti kembara	0	1	2	3	4	5
Makanan	0	1	2	3	4	5
Hiburan	0	1	2	3	4	5
Pemandu Pelancong	0	1	2	3	4	5



Rekabentuk Pelancongan Koridor Berasaskan Alam Semulajadi dan Budaya: Projek Lapangan di Kelantan Darul Naim

Layanan dan tarikan	0	1	2	3	4	5
Pusat Informasi Pelancong	0	1	2	3	4	5

Pendapat:

.....
.....
.....

22. Sila tandakan tahap kepuasan anda terhadap kemudahan awam yang disediakan di Kelantan

0 Tidak berkaitan **1** Sangat Lemah **2** Lemah
3 Neutral **4** Baik **5** Sangat Baik

Tempat Letak Kereta	0	1	2	3	4	5
Tandas Awam	0	1	2	3	4	5
Telefon Awam	0	1	2	3	4	5
Papan tanda	0	1	2	3	4	5
Surau / Masjid	0	1	2	3	4	5
Kedai Cenderamata	0	1	2	3	4	5

Pendapat:

.....
.....
.....

23. Sila tandakan tahap kepuasan anda terhadap kemudahan serta aktiviti pelancongan kembara yang disediakan di Kelantan

0 Tidak berkaitan **1** Sangat Lemah **2** Lemah
3 Neutral **4** Baik **5** Sangat Baik

Menarik dan Mengembirakan	0	1	2	3	4	5
Selamat	0	1	2	3	4	5
Unik	0	1	2	3	4	5
Memberi cabaran	0	1	2	3	4	5

Memberi pengalaman berguna	0	1	2	3	4	5
----------------------------	---	---	---	---	---	---

Pendapat:

.....
.....
.....

24. Adakah anda akan:

- Datang kembali ke Kelantan?

☐ Ya ☐ Tidak

- Akan memberi cadangan kepada kawan dan saudara berkaitan aktiviti kembara yang ditawarkan di Kelantan?

☐ Ya ☐ Tidak

25. Apakah cadangan anda untuk memperbaiki lagi kualiti serta menambahkan lagi pengalaman anda semasa melancong ke Negeri Kelantan

.....
.....
.....

TERIMA KASIH DI ATAS KERJASAMA ANDA



A Design of Nature-Culturebased Tourism Corridors: A Pilot Project in Kelantan Darul Naim.

This survey is for academic purposes only. All information given are confidential.

PART A: TOURIST PROFILE

1. Gender
☐ Male ☐ Female
2. Age: year old
☐ Below 20
☐ 20-29
☐ 30-39
☐ 40-49
☐ 50-59
☐ More than 60
3. Country of origin?
☐ Europe
☐ East Asia
☐ West Asia
☐ America
☐ Africa
☐ Oceania
☐ Middle East
4. Marital Status
☐ Single
☐ Married
5. Occupation
☐ Student
☐ Self Employed
☐ Professional
☐ Manager / Executive
☐ Government Officer
☐ Supervisor
☐ Unemployed
☐ Others (Please specify)
6. Level of Education
☐ No Formal Education
☐ Primary Education
☐ Secondary Education

- ☐ Tertiary Education
☐ Others (Please specify)

7. Gross Annual Income (USD)
☐ Below 9,999
☐ 10,000 - 29,999
☐ 30,000 - 49,999
☐ 50,000 - 89,999
☐ More than 90,000
☐ Others (Please specify)

PART B: TRAVEL BEHAVIOUR

8. Is this the first time you visit Kelantan?
☐ Yes ☐ No
9. If No, how many time you have visited Kelantan?(including this trip)?
☐ 2
☐ 3
☐ 4
☐ More than 4
10. How long you will stay in Kelantan?
☐ 1 day
☐ 2 days 1 night
☐ 3 days 2 nights
☐ More than 3 days
(Please specify)
11. Modes of transportation use to Kelantan?
☐ Public Transport
☐ Private Own Transport
☐ Travel Bus
☐ Others (Please specify.....)
12. How many persons are travelling with you to Kelantan?
☐ Individually
☐ Coupling
☐ By Group
☐ With Family Members
☐ Tour Package

If you travel with your family members, please proceed to Question 13.

13. Number of family member joining the trip.
☐ 2 persons
☐ 3 persons
☐ 4 persons
☐ More than 4 persons
14. Type of accommodation use in Kelantan during the trip?
☐ Budget Hotel/Lodge
☐ Hotel
☐ Accommodation of Friend/Relative's
☐ Lodging
☐ Camping
☐ Others (Please specify).....
15. Total expenditures spent/to be spent during the trip?
USD.....
16. Places visited:
Before Kelantan?
.....
After Kelantan
.....
17. Your main purpose to visit Kelantan?
☐ Adventure Activities
☐ Visit Friends and Relatives
☐ Study / Research
☐ Meeting / Seminar
☐ Shopping
☐ Visiting historical places



A Design of Nature-Culturebased Tourism Corridors: A Pilot Project in Kelantan Darul Naim.

18. What is the main source information used when you plan for your trip Kelantan?

- ☐ Brochures/Flyers
☐ Internet / Website
☐ Travel Agents
☐ Friends / Relatives
☐ Publications (i.e. travel book, articles, newspaper, magazines etc.)
☐ Tourism Malaysia
☐ Others (Please specify).....

PART C: TOURIST MOTIVATION

19. Please indicating your motivation in visiting Kelantan ? (you may choose more than 1)

- ☐ Relaxing
☐ To gain experience from the adventure activities
☐ Get closure to the nature
☐ Visiting new place
☐ Social-culture experience with the Locals
☐ Recreation together with family members
☐ It is closure to home
☐ As recommended by friends /relatives
☐ Worth to visit in term of costing
☐ Others (please specify)

20. The places that you have/will visit during your trip in Kelantan ?(you may choose more than 1)

- ☐ Pasar Siti Khadijah
☐ Bazar Buluh Kubu
☐ Jalan Temenggong
☐ Arked Beli Belah MPKB
☐ Pengkalan Kubor (Free Zone Trade)

- ☐ Rantau Panjang
☐ Istana Batu
☐ Istana Balai Besar
☐ Islamic Museum
☐ Istana Jahar
☐ State Museum
☐ Padang Merdeka
☐ Kampung Kraftangan
☐ Gelanggang Seni
☐ Batik Paintings
☐ Wood carving
☐ Silver craft
☐ Songket Weaving
☐ Fihing Village (Kg.Penambang)
☐ Masjid Muhammadi
☐ Makam Raja Abdullah
☐ Buddha Watt
☐ Jambatan Sultan Ismail
☐ Pantai Cahaya Bulan, Kota Bharu
☐ Pantai Sri Tujuh, Tumpat
☐ Pantai Irama, Bachok
☐ Pantai Sabak, Bachok
☐ Lata Hujan, Tanah Merah
☐ Pantai Bisikan Bayu, Pasir Putih
☐ Tok Bali, Machang
☐ Jeram Linang, Bachang
☐ Hutan Lipur Bukit Bakar, Machang
☐ Gua Musang
☐ Sungai Nenggiri
☐ Gua Madu
☐ Kuala Koh National Park
☐ Gunung Rabong
☐ Tokong Zui Gek Keng
☐ Ethnobotani Park
☐ Gunung Stong
☐ Jelawang waterfall
☐ Gua Ikan
☐ Air Terjun Lata Beringin
☐ Gunung Ayam
☐ Lata Rek waterfall
☐ Tasik Pergau
☐ Kuala Krai Steps
☐ Mini Zoo & Kuala Krai Bird parks

- ☐ Taman Tasik Kuala Krai
☐ Locomotive Engine, Kg Pulau
☐ Homestays
☐ Others (Please state)

PART D: TOURIST SATISFACTION

21. Please provide overall rating on your level satisfaction while in Kelantan tourism area?

0 Not applicable **1** Very poor **2** Poor **3** Neutral
4 Good **5** Very good

Access	0	1	2	3	4	5
Cleanliness	0	1	2	3	4	5
Scenery/Landscape	0	1	2	3	4	5
Public Amenities	0	1	2	3	4	5
Facilities to carry out the Adventure Activities	0	1	2	3	4	5
Food	0	1	2	3	4	5
Leisure/Entertainment	0	1	2	3	4	5
Tour Guide	0	1	2	3	4	5
Hospitality	0	1	2	3	4	5
Tourist Information Center	0	1	2	3	4	5

Comment:

.....

22. Please indicate your opinion on the following public facilities.

0 Not applicable **1** Very poor **2** Poor **3** Neutral
4 Good **5** Very good

Parking	0	1	2	3	4	5
Public Toilets	0	1	2	3	4	5
Public Phone	0	1	2	3	4	5
Road Signages	0	1	2	3	4	5



A Design of Nature-Culturebased Tourism Corridors: A Pilot Project in Kelantan Darul Naim.

Surau	0	1	2	3	4	5
Souvenir Shops	0	1	2	3	4	5

Comments:

.....

.....

.....

23. Please indicate your level of satisfaction on the facilities and adventure activities in Kelantan?

0 Not applicable **1** Very poor **2** Poor **3** Neutral
4 Good **5** Very good

Exciting and fun	0	1	2	3	4	5
Safe	0	1	2	3	4	5
Uniqueness	0	1	2	3	4	5
Adventuress	0	1	2	3	4	5
Good experience exposure	0	1	2	3	4	5

Comments:

.....

.....

.....

24. Will you:

25. Come back to Kelantan?

☐ Yes ☐ No

26. Recommend Kelantan to your friends/relatives especially on its adventure activities?

☐ Yes ☐ No

27. In your opinion, what could have been done to improve the quality and experience of your stay in Kelantan?

.....

.....

.....

THANK YOU FOR YOUR
COOPERATION

APPENDIX B: Kelantan Calendar of Event 2008

DATE	EVENTS	VENUE
1st Saturday / Each Month	Kelantan Cultural Performances	Foyer of Stadium
Feb 7,8,9&10th	The Launching of Visit Kelantan Year 2008	Foyer of Stadium
Feb 12th - March 24th	The Launching of Native's Games Festival (Sukan Rakyat)	Every District
March 8th	The Gathering of Kelantan Chinese Peranakan	Pasir Mas
March 27th	Exhibition of Local Craft & Cooking Demonstration	City Park Tengku Anis
March 27th	Kelantan International Batik Festival 2008	Foyer of Stadium
March 31st	Kelantan Floral Fiesta	Taman Orkid
April 2nd	International Bird Singing & Bantam Chicken Beauty Contest	Lubok Jong, Pasir Mas
April 5&6th	Royal Go-Kart Tournament	Kart Circuit Gunong, Bachok
April 11&12th	Water & Songkran Festival of Thai New Year	Tumpat
April 14,15,16 &18th (Final)	Dikir Barat Competition	Foyer of Stadium
May 10th	Fishing Festival	Pantai Sri Tujoh, Tumpat
May 24,25,26& 27th	Wau Festival	Pantai Sri Tujoh, Tumpat
May 31th & June 1st	Monkey-Plucking Coconut Competition	Pantai Cahaya Bulan
June	Colours of Malaysia Month	Kota Bharu
June 11&12th	Kelantan Futsal (Open)	Kota Bharu

June 18,19&20th	Kelantan Traditional Song Contest (Bintang Seni)	Kelantan Cultural Centre
June 28&29th	Presentation of 1500 Pendikir Kelantan	Stadium
July 11&12th	Kelantan Traditional Cuisine & Fruits Fiesta	Tumpat
July 12,13&14th	100 Rice Dishes & ASEAN Food Festival	Foyer of Stadium
July 25&26th	Nenggiri International Rafting Challenge	Gua Musang
July 26&27th	Presentation by 1000 Silat Exponents	Stadium
August 16,17,18, 19,20,21,22&23rd	Kelantan Cultural Festival	Foyer of Stadium / Hotels & Shopping Complexes
August 22,23& 24th	The Kelantan Royal Equestrian Challenge	Gunong, Kelantan
August 23&24th	The ASEAN Dikir Barat Competition	Foyer of Stadium
October 11th	National Fishing Competition	Perdana Resort, PCB
October 18th	ASEAN Bantam Chicken Beauty Contest	Kelantan Cultural Centre
October 25th	ASEAN Bird Singing Contest (Ketitir & Tekukur)	Lubok Jong, Pasir Mas
November 1st	Loy Krathong	Tumpat
December 8th	World War II Memorial Day	Kota Bharu

APPENDIX C: Tourism Infrastructure



Table C (i) : Keretapi Tanah Melayu (KTM) Services in Kelantan

JOURNEY : SINGAPORE – GUA MUSANG – TUMPAT			
Type Train No/ Station	EKSPRES TIMURAN		EKSPRES TIMURAN
	XT/14		XT/ 15
Singapore	1850		1058
Johor Bahru	1956		0914
Kempas Baru	2121		0859
Kulai	2040		0842
Kluang	2129		0751
Labis	2221		0704
Segamat	2249		0632
Gemas	2318		0603
Bahau	0002		0525
Triang	0100		0434
Mentakab Kuala Krau	0144		0348
Jerantut	0226		0321
Kuala Lipis	0254		0224
Gua Musang	0353		0119
Dabong	0354		2344
Krai	0643		2241
Tanah Merah	0739		2144
Pasir Mas	0810		2111
Wakaf Bharu	0836		2046
Tumpat	0853		2031
	0915		2015

Sources: Keretapi Tanah Melayu,2007.

Table C (ii) : Daily Taxi Service in Kota Bharu

Daily Taxi Service Rates	
DESTINATION	RATE (Per Person)
Kota Bharu - Kuala Terengganu	RM12 - RM15
Kota Bharu - Gua Musang	RM12 - RM15
Kota Bharu - Kuantan, Kuala Lumpur, Butterworth, Penang, Ipoh.	RM25 - RM40 (According to the distance travelled)
Airport	RM10



Table C (iii) : List of Accommodation in Kelantan

Accommodation in Kelantan	
District	Name of Hotel
Kota Bharu	Aman Holiday Inn (Aman Hotel) Anda Hotel Ansar Garden Hotel- Kota Bharu Asrama Melati Timur Bahru Hotel Berling Hotel Crystal Lodge Dani Hotel Desa Jaya Hostel Diamond Puteri Hotel Dynasty Inn E 'n' E Inn Elfaaz Lodge H.B. Village Hoover Hotel Hostel Sri Cemerlang Hotel Ansar New Wing Hotel Perdana Indah Hotel Intan Hotel Irama Timur Rest House Juita Inn Kami Hotel

	KB Inn Town Centre Kencana Inn Kencana Inn City Centre Kencana Lodge Mandarin Hostel Maryland Baru Hotel Mawar Hotel Meriah Hotel Merry Hotel Milton Hotel Mohani's Inn Nora Baru Hotel Pantai Cinta Berahi Resort Pantai Timur Inn Perdana Resort Prince Hotel Renaissance Kota Bharu Hotel Resort Pantai Cinta Berahi Sabrina Court Kota Bahru Safar Inn Selesa Hotel Sentosa Hotel Square Point Hotel & Leisure Suria Hotel Sutera Inn Prima Temenggong Hotel Tokyo Baru Hotel Town Guest House Yee Guest House
Tanah Merah	Sri Chalet Motel Tanah Merah Hotel
Kuala Krai	Perdana Strong Hill Resort
Gua Musang	Fully Inn Kesedar Inn

APPENDIX D: Travel Agencies in Kelantan

Al-Quds Travel Sdn Bhd

3951, Jalan Temenggong,
15000 Kota Bharu, Kelantan.

Tel : 09 - 747 5155 / 09 - 747 4145

Fax : 09 - 747 5105

Email : alqudsttravel@yahoo.com

Manager : En. Wan Muhd Zamri Wan Salleh (019 - 939 1000)

Trade : Inbound, Ticketing

Amalin Travel & Tours Sdn Bhd

No. 145-C, Jalan Kuala Krai, Wakaf Che Yeh,
15050 Kota Bharu, Kelantan.

Tel : 09 - 741 8438, 09 - 741 8538 & 09 - 741 8439 (Ktm Agent)

Fax : 09 - 741 8238

Email : amals83@streamyx.com / ktmbagen@streamyx.com

Anf Holidays Sdn Bhd

No. 5515-D, Tingkat 1, Wakaf Siku, Jalan Kuala Krai,
15050 Kota Bharu, Kelantan.

Tel : 09 - 748 8600

Fax : 09 - 748 9600

Email : anf@streamyx.com

Manager : Tn. Hj. Azlisham Hj. Mustafa

Ash-Har Travel & Tours Sdn Bhd

No. 21 B, Tingkat 1, Bangunan Pkink, Jalan Dato' Pati,
15000 Kota Bharu, Kelantan.

Tel : 09 - 743 7050

Fax : 09 - 744 8050

Email : ash_har@tm.net.my

Manager : Pn. Suzanna Shaharudin

Trade : Inbound, Ticketing, Outbound

Batuta Travel & Tours Sdn Bhd

Lot 903 & 904, Bangunan Pkdk, Jalan Dato' Pati,
15000 Kota Bharu, Kelantan.

Tel : 09 - 744 2652 / 09 - 744 3652
Fax : 09 - 744 7500
Email : batutatravel@tm.net.my
Manager : Tn. Hj. Abd. Ghani Hj. Mahmood
Trade : Inbound, Ticketing, Outbound

Citra Travel & Tours Sdn Bhd

F-1, Jalan Bayam,

15200 Kota Bharu, Kelantan.

Tel : 09 - 744 9179
Fax : 09 - 748 4707
Email : citra_travel01@yahoo.com
Manager : Tn. Hj. Mohd. Kamel B. Abdullah
Trade : Inbound, Ticketing, Outbound

Coral Sky Divers Sdn Bhd

C/O Ideal Travellers House, 3954f Jalan Kebun Sultan,

15350 Kota Bharu, Kelantan.

Tel : 03 - 2094 7795
Fax : 03 - 2094 0795
Email : coralskydivers@yahoo.com
Manager : Ms. Hendrika Annette
Trade : Accommodation & Diving

Fb Travel Sdn Bhd

3614f, Jalan Sultan Ibrahim,

15050 Kota Bharu, Kelantan.

Tel : 09 - 743 0777
Fax : 09 - 746 1495
Manager : Mohd Noor Basirun

Glowways Travel & Tours Sdn Bhd

2835-D, Jalan Temenggong,

15000 Kota Bharu, Kelantan.

Tel : 09 - 743 0822
Fax : 09 - 744 3266
Manager : En. Oie Suat Hoon
Trade : Inbound, Ticketing, Outbound

Pasir Belanda Resort & Travel Sdn Bhd
Kampung Banggol, Jalan Pcb,
15350 Kota Bharu, Kelantan.

Tel : 09 - 747 7046
Fax : 09 - 747 7046
Email : ha2002@myjaring.net
Web : www.kampungstay.com
Manager : En. Harry Mulder
Trade : Homestay, Resort

Pelancongan Amardip Sdn Bhd
77, Bangunan Stadium, Jalan Mahmood,
15200 Kota Bharu, Kelantan.

Tel : 09 - 748 1189
Fax : 09 - 747 3349
Email : amardip_travel@hotmail.com
Manager : En. Gurbak Singh Pannu
Trade : Inbound, Ticketing, Outbound

Ping Anchorage Travel
No. 1121-B, Tingkat 1, Jalan Padang Garong,
15000 Kota Bharu, Kelantan.
Tel : 09 - 744 2020 & 09 - 744 2021
Fax : 09 - 744 2022
Email : kbr@pinganchorage.com.my
Web : www.pinganchorage.com.my
Manager : Mr. Alex Lee Yun Ping

Phk Travel & Tours (M) Sdn Bhd
384-F, Tingkat 1, Jalan Pintu Pong,
15000 Kota Bharu, Kelantan.

Tel : 09 - 746 2431
Fax : 09 - 744 8510
Email : phktravel@hotmail.com
Manager : En. Mohd Iskandar Hassan

Punca Jitu Travel & Tours Sdn Bhd
Ground Floor, Kompleks Yakin,

15000 Kota Bharu, Kelantan.

Tel : 09 - 741 8290 & 09 - 741 8292

Fax : 09 - 741 8291

Manager : Tn. Hj. Wan Mokhtar Wan Ab. Rahman

Syarikat Pelancongan Yaskin Sdn Bhd

Lot 195-A, Tingkat 1, Jalan Bayam,

15200 Kota Bharu, Kelantan.

Tel : 09 - 744 3136, 09 - 743 0863 & 09 - 743 1480

Fax : 09 - 748 6585

Email : yaskin@tm.net.my

Web : www.yaskin.com.my

Manager : Tn. Hj. Wan Hassan Wan Othman

Trade : Inbound, Ticketing, Outbound

Sa Sino American Travel Corp (Kelantan) Sdn Bhd

3285 Jalan Post Office Lama,

15000 Kota Bharu, Kelantan.

Tel : 09 - 744 1198 & 09 - 748 5099

Fax : 09 - 744 9843

Email : sa_tour@hotmail.com

Manager : En. Tye Kim Beng

Trade : Inbound, Ticketing, Outbound

Sampugita Holidays Sdn Bhd

Lot 1, Perdana Hotel, Jalan Mahmood,

15270 Kota Bharu, Kelantan.

Tel : 09 - 743 2178 & 09 - 743 5000

Fax : 09 - 746 2178

Email : enquiry@sampugitaholidays.com.my

Web : www.sampugitaholidays.com.my

Manager : En. Mohd Fakhrul Anuar B. Mustafa

Strata Travel & Tours Sdn Bhd

Lot 2635, Lundang, Jalan Sultan Yahya Petra,

15200 Kota Bharu, Kelantan.

Tel : 09 - 748 5777 & 09 - 748 6999

Fax : 09 - 744 5999
Manager : En. Noor Nashriq B. Sakarno
Trade : Inbound, Outbound

South China Sea Travel & Tours Sdn Bhd
No 2, Ground Floor, Wisma Mgu, Jalan Pintu Pong,
15000 Kota Bharu, Kelantan.

Tel : 09 - 743 8549
Fax : 09 - 743 8749
Manager : Tn. Hj. Safei @ Suhaimi B. Sulaiman
Trade : Inbound, Ticketing, Outbound

Super Service Travel Agency (M) Sdn Bhd
Lot 2020, Bt 1 1/2, Jalan Pengkalan Chepa, P.O Box 56,
15700 Kota Bharu, Kelantan.

Tel : 09 - 744 4999
Fax : 09 - 744 2999
Email : jolenepetan@yahoo.com
Manager : Pn. Jolene Tan Poh Ee
Trade : Inbound, Ticketing, Outbound

Teenas Golden Leisure Tours & Travel Sdn Bhd
1350a, Batu 2, Jalan Pengkalan Chepa,
15000 Kota Bharu, Kelantan.

Tel : 09 - 747 3032 / 09 - 747 7180
Fax : 09 - 747 7115
Email : tgl@tm.net.my
Manager : Faridahanan Yaacob
Trade : Inbound, Ticketing, Outbound

Teraju Travel & Tours Sdn Bhd
Rf 42, Tingkat 1, Bangunan Medan Usahawan
15400 Kota Bharu, Kelantan.

Tel : 09 - 796 8813
Fax : 09 - 748 8813
Manager : En. Shariman Shamsudin (013 - 964 8813)
Trade : Inbound

APPENDIX E : KOTA BHARU TOWN TOUR



Kota Bharu Cultural Town Tour		Sleeping Buddha Tour	
Excursion From:	Kota Bahru	Excursion From:	Kota Bahru
Pick Up Time:	-	Pick Up Time:	-
Departure:	0800a.m	Departure:	0900a.m
Durations:	-	Durations:	-
08:00am - Meet and transfer to visit Batik Factory, Silver Smith, Songket Weaving and Kite Making. After that visit Malaysia famous colourful Central Market (Pasar Siti Khatijah) where majority of the traders are women, than proceed to Handicraft Village & Craft Museum houses many fine Kelantanese craftsmanship, Royal Museum (Istana Batu), Sultan Ismail Petra Arch, Independent Square and Museum Of Royal Traditions and Customs (Istana Jahar). 12:00nn - Journey back		09:00am - Drive from Kota Bharu town and enjoy the beauty picturesque along the journey to the reclining Buddha, arrive and visit reclining and sitting Buddha (Wat Photivihan, the longest lying Buddha in South-East Asia with 44 metres long 11 metres high and 9 meters wide). Proceed to the boat making place and fishing village to experience traditional life style. Visit Dragon temple, puppet making (Wayang Kulit) then move to Seven Lagoon Beach , the famous Fish Farm in Kelantan. Last destination to Pengkalan Kubur (Malaysia-Thailand border), where we can buy some souvenirs at Duty Free shop. 13:00pm - Journey back	
Inclusive : • Transportation • Guide • Refreshment Note : • Minimum 2 persons • Excluded museum entrance fee • Optional Cultural Show (Cultural performance, Top Spinning, Silat , Rebana Drum and Kite Flying 3.30pm - 5.30pm Mon/Wed/Sat) additional RM20 per perosn.		Inclusive : • Transportation • Guide • Refreshment Note: • Min 2 Person	

Kelantan River Cruise		Caving Adventure at Gua Ikan	
Excursion From:	Kota Bahru	Excursion From:	Kota Bahru
Pick Up Time:	-	Pick Up Time:	-
Departure:	0900a.m	Departure:	0800a.m
Durations:	-	Durations:	-
09.00am - Meet and transfer to jetty, start the cruise by boat along Kelantan River passing the picturesque scenes of Royal Jetty, floating house, Kota Lama Palace, local delicacies factory, typical fishing village and mangrove forest. Witness the traditional live style of Suri Island Fishermen's village, visit place where we can see how monkey plucking coconut, you will enjoy fresh coconut drink. See the art of making delicacies (dodol) one of the Kelantan famous traditional food. 13.00pm - Journey back		0800 am - Meet and transfer from Kota Bharu to Kuala Krai and enjoy the beauty picturesque along the journey. Board a long tailed boat for 2 hours along Galas River to Dabong village. Proceed to Gua Ikan for caving (Gua Ikan - the most fascinating caves for naturalist. A huge chamber by bats and where one can witness beautiful sculpted, stalagmites, stalactites and other Nature's marvels). Take a train to Kuala Krai and back to Kota Bharu.	
Note: • Min 2 Person		Note: • Min 2 Person	

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A day with Shadow Play Puppeteers (Tok Dalang)	
Excursion From:	Kota Bahru
Pick Up Time:	-
Departure:	1000a.m
Durations:	-
10:00am - Meet and transfer to Tok Dalang Yusoff house, Tok Dalang is the master puppeteers and story teller that responsible for breathing life into array characters of shadow play. Tok Dalang assistance will show how to make the puppet from the cowhide by using nails and a hammer to create the design and painting the puppet. 12:30pm- Lunch. Beside making shadow play puppet, Tok Dalang will show how shadow play being play and The Tok Dalang will introducing the main characters; first the puppet storyteller, followed by Maharaja Wana (Rawana), Sri Rama (Rama), Siti Dewa (Sita), the Laksamana and the court jesters, Pak Dogol and Wak Long. The stories of the wayang kulit are traditionally based on the Hindu epics of the Ramayana and the Mahabharata. 16:00pm - Transfer back to Hotel	
Inclusive : • Transportation • Shadow play puppet souvenie • Lunch at Tok Dalang House Note: • Min 2 Person	

Appendix F : Tourist Attractions Analysis Using Market Appeal Model Method

No.	Sub-criteria	Ambience and setting	Well-known	Educational	Complementing other tourism product	Historical value	Social value	Aesthetic Value	Rarity of the asset type	Forest/parks	Animal	Trail equipped with interpretation services	Rarity of the assets type	Distance	Convenience use of public transports	Access to assets features	Infrastructure/ amenities condition	Recreational activities	Importance of attractions close to the site	Number of attractions close to the site	Service Delivery	Score Point	Score Point (Percentage)
	Attractions																						
1.	Pasar Siti Khadijah	5	5	4	5	3	4	4	5					5	5	4	3	4	4	5	0	65.0	81.25
2.	Bazaar Buluh Kubu	5	5	3	5	3	4	3	3					3	3	4	3	4	4	3	0	55.0	68.75
3.	Jalan Temenggong	4	4	4	4	3	4	3	3					5	5	5	3	4	4	5	0	60.0	75.00
4.	Arked Beli Belah MPKB	3	2	4	4	3	4	3	2					5	5	5	3	4	4	5	0	56.0	70.00
5.	Pengkalan Kubur Free Duty Zone	5	5	3	5	3	4	3	3					3	3	4	3	4	4	3	0	55.0	68.75
6.	Rantau Panjang	5	5	4	5	5	5	3	3					3	4	5	3	4	4	3	0	61.0	76.25
7.	Istana Batu (Royal Museum)	5	5	5	5	5	5	5	3					5	5	3	4	3	4	5	4	71.0	88.75
8.	Istana Balai Besar																					68.0	85.0
9.	Islamic Museum	5	3	5	5	5	5	5	3					5	5	3	4	3	4	5	4	69.0	86.3
10.	Istana Jahar (Jahar Palace)	5	5	5	5	5	5	5	5					5	5	3	4	3	4	5	4	73.0	91.3
11.	State Museum	5	3	5	5	5	5	5	3					5	5	3	4	3	4	5	4	69.0	86.3
12.	Merdeka Square	5	4	5	5	5	5	5	4					5	5	5	5	3	4	5	0	70.0	87.5
13.	Handicraft Village and Craft Museum	4	5	5	5	3	3	3	3					5	5	5	4	4	4	5	0	63.0	78.75
14.	Gelanggang Seni	4	4	5	5	4	4	4	4					4	4	5	4	4	4	4	4	67.0	83.75
15.	Batik Painting (PCB area)	5	5	5	5	5	5	5	4					3	3	4	3	4	4	4	3	67.0	83.75
16.	Wood Carving (PCB area)	5	5	5	5	5	5	5	4					3	3	4	3	4	4	4	3	67.0	83.75
17.	Silver Craft (Kg Marak, Kg Sireh)	5	5	5	5	5	5	5	4					3	3	4	3	4	4	4	3	67.0	83.75

18.	Songket Weaving (Kg Penambang)	5	5	5	5	5	5	5	4					3	3	4	3	4	4	4	3	67.0	83.75
19.	Penambang Fishing Village	5	3	5	5	5	5	4	3		4			3	3	4	3	4	4	3	2	65.0	76.47
20.	Masjid Negeri 'Masjid Muhammadi'	5	4	5	5	5	5	5	3					5	5	3	4	3	4	5	4	70.0	87.5
21.	Makam Raja Abdullah (Padang Halban)	5	3	4	3	4	4	3	3					3	3	4	3	3	3	3	3	51.0	63.75
22.	Buddha Wat	5	5	4	4	4	4	5	5					3	4	5	4	4	4	3	3	66.0	82.50
23.	Jambatan Sultan Yahya	3	3	3	3	4	4	4	4					3	3	5	3	2	3	3	0	50.0	62.50
24.	Pantai Cahaya Bulan, Kota Bharu	3	5	3	4	4	4	3	2					3	3	4	3	4	4	4	0	53.0	66.25
25.	Pantai Sri Tujuh, Tumpat	4	3	3	4	3	4	3	2					3	3	4	3	4	3	3	0	49.0	61.25
26.	Pantai Irama, Bachok	4	3	3	4	3	4	3	2					3	3	4	3	4	3	3	0	49.0	61.25
27.	Pantai Sabak, Bachok	4	3	3	4	3	4	3	2					3	3	4	3	4	3	3	0	49.0	61.25
28.	Lata Hujan, Tanah Merah	4	3	4	3	3	4	3	2					3	3	5	3	4	3	3	0	52.0	54.73
29.	Pantai Bisikan Bayu, Pasir Putih	4	4	4	4	4	4	3	2					3	3	5	3	4	3	3	0	48.0	60.0
30.	Tok Bali, Machang	3	3	3	3	3	3	3	3					3	3	3	3	4	3	3	0	46.0	57.5
31.	Jeram Linang, Bachang	4	3	4	3	3	4	3	2	1	4	1		3	3	5	3	4	3	3	0	52.0	54.73
32.	Hutan Lipur Bukit Bakar, Machang	3	3	4	4	3	3	3	3	2	4	1		3	3	5	3	4	3	3	0	57.0	71.26
33.	Tasik Pergau, Jeli	4	3	4	4	3	3	3	3	3	4	2		2	2	5	3	5	2	2	0	55.0	57.89
34.	Lata Rek, Kuala Krai	4	3	4	3	3	4	3	2	1	4	1		3	3	5	3	4	3	3	0	60.0	54.73
35.	Kuala Krai Mini Zoo & Bird Park	4	3	4	4	3	4	3	2	4	4	4		4	4	5	3	4	4	4	0	67.0	70.52
36.	Taman Tasik Kuala Krai	4	3	3	4	3	4	3	2	4	4	4		4	4	5	3	4	4	4	0	61.0	64.21
37.	Kuala Krai Steps	4	3	3	4	4	4	4	3					4	4	5	3	4	4	4	0	57.0	71.25
38.	Ethonobotany Park, Gua Musang	4	3	4	4	3	4	3	3	4	4	4		4	3	5	3	4	4	3	4	70.0	73.68
39.	Gunung Stong State Park	5	5	5	5					5	5	4	4	3	3	5	3	5	4	2	2	65.0	81.25
40.	Sungai Nenggiri	5	5	5	5					4	5	3	5	3	3	5	3	5	5	3	3	67.0	83.75
41.	Gua Chawan	5	3	5	5					5	5	2	5	3	3	5	2	5	5	2	4	64.0	80.0
42.	Kuala Koh National Park	5	5	5	5					5	5	3	4	3	2	5	3	5	5	1	4	65.0	81.25

43.	Gua Ikan	5	3	5	5					5	5	2	5	3	3	5	2	5	5	2	4	64.0	80.0
44.	Gua Musang	3	4	5	5	5	5					3	4	4	4	5	1	5	5	3	4	65.0	76.47
45.	Ancient Locomotive Engine	3	1	4	3	4	4	4	5					3	2	3	0	3	3	3	1	46.0	57.5
46.	ChingTai Kong Temple, Kg Pulai	5	3	5	5	5	5	4	3					3	2	4	3	3	3	3	4	60.0	75.0